



WASHINGTON
Traffic Safety
COMMISSION

2009

Annual Report

Washington Highway Safety



Reducing deaths and serious injuries resulting from motor vehicle collisions by implementing programs designed to address driver behaviors through coordinated efforts of federal, state and local agencies.



WASHINGTON
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Executive Summary

Washington State continues to be a leader in the field of traffic safety as determined not only by the positive outcomes outlined in this report, but also by our professional peer group, researchers, and other transportation professionals. This report outlines how Washington's aggressive implementation of Target Zero (the states Strategic Highway Safety Plan) has again helped to save lives and prevent serious injuries resulting from traffic crashes. The states death rate (the number of those killed when compared to the vehicle miles traveled) in 2008 was 0.94, one of the lowest in the country again this year. This equates to 33 lives saved when compared to 2007, an important accomplishment for all who live and work in Washington.

Traffic safety, education, enforcement, engineering and health professionals agree the states aggressive implementation and refinement of Target Zero is one of the most significant contributing factors to this on-going success story. Target Zero is founded upon a data driven, evidence based, integrated systems approach to effective traffic safety planning, program management, and accountability. This results in a detailed analysis of available enforcement, crash, and injury data, which drives the targeted allocation and investment of traffic safety resources (people, time, money, and technology) via proven strategies and best practices, which are then woven into a statewide (city, county, tribal, and state) integrated traffic safety network. Therefore, Target Zero has become a force multiplier resulting in a traffic safety system whose total output equals more than the sum of its individual parts.



This report documents the successes outlined above by breaking down the parts of this integrated traffic safety system into its individual program elements. Additionally, this report provides a financial summary of the traffic safety investments made throughout Washington this past year, to include an update on legislative accomplishments in 2009. This annual report closes with a "Look to the Future" by outlining the new and innovative traffic safety initiatives and planning efforts that will keep Washington on track to reach the vision of Target Zero - zero deaths and serious injuries on Washington's roadways by 2030.

Washington has come a long way since traffic safety became a prominent piece of public health and safety in 1969. To most effectively and efficiently reach the vision of Target Zero, it will require extensive support and contributions from all aspects of traffic safety, most importantly the motoring public.

Executive Summary

2009 Washington State Legislative Session Traffic Safety Laws

The following laws affecting traffic safety were passed during the 2009 session of the Washington State Legislature. Unless otherwise noted, these bills became law on July 26, 2009. The bill number is provided in parentheses.

Tribal reservation speed limits (HB 1448): Tribal authorities may change speed limits on state highways within the boundaries of the tribe's reservation under certain conditions. If the change is for a state highway that is also part of a city street, the change must also be approved by the city government before it is effective. Changes to speed limits must be based upon engineering and traffic investigations. Changes are not effective until approved by WSDOT and signs have been posted providing notice of the change.

Transit vehicle stops (SB 5180): Providers of public transportation may allow the driver of a transit vehicle to stop on a road in an unincorporated area momentarily to receive or discharge passengers at an unmarked stop. The driver must stop the vehicle in a safe position, activate flashing lights, and stop at a part of the highway with an unobstructed view for other drivers.

09-11 Transportation budget (ESSB 5352): Provisos were attached to the transportation budget for fiscal years 2009-2011 that require the Washington Traffic Safety Commission (WTSC) to oversee two pilot projects.

1 Target Zero Troopers: WTSC and the Washington State Patrol (WSP) will

develop, implement and evaluate the effectiveness of intense, high-visibility DUI enforcement by providing twenty-one patrol cars to WSP, and salaries for 18 troopers and 3 sergeants for up to two years. Funding will be provided by federal highway safety grants.

2 Automated Speeding Enforcement (ASE): ASE can be used to detect speeding violations in the cities of Seattle and Tacoma. Current traffic camera laws must be followed. WTSC will report on the use, public acceptance, outcomes, and other relevant issues demonstrated by the projects by January 1, 2011. No funding was attached to this project.

Intermediate vehicle license (SSB 5469): After 12 months of having an IDL, IDL holders who were in an accident may have the restrictions on their license lifted if there is another party to the accident and the other party was cited in connection with the accident.



Executive Summary

2 and 3 wheeled vehicles (SB 5482):

- 1** Riders of any motorcycle with handlebars (whether it has two or three wheels) must have a valid driver's license with a motorcycle endorsement, may not transport children younger than age five, and must wear a helmet that conforms with standards established by the federal government (helmets shall be labeled permanently and legibly in a manner such that the label can be read easily without removing padding or any other permanent part - see 49 CFR Sec. 571.218).



- 2** Riders of three-wheeled motorcycles that are partially or completely enclosed with a steering wheel and seat belt must
1) register the vehicle as a motorcycle;
2) wear a seat belt; 3) wear a helmet -unless the manufacturer has certified compliance with federal standards for roof crush resistance; 4) may not transport children younger than age five; and, 5) have a valid driver's license but need not have a motorcycle endorsement.
- 3** Jurisdictions with vehicle-activated control signals are required to create a procedure for recording issues with the signals and establish a procedure to prioritize and repair those signals with detection issues.

Consumer data in vehicles (SSB 5574):

If an automobile manufacturer has installed a recording device in a vehicle, it must disclose the device's presence and function in the vehicle's owner's manual. Data may not be accessed by anyone other than the owner except in the following situations:
1) upon a court order for the data; 2) when the owner gives consent; 3) for research to improve vehicle safety; 4) to respond to a medical emergency; and 5) when the data is used to fulfill a subscription services agreement.

Sunscreening devices (ESB 5581): Windows of motor vehicles must comply with federal standards. Collector vehicles (those over 30 years old) may have window tinting that is darker than otherwise allowable. Recreational products, such as toys or signs, may be applied to windows behind the driver provided they do not interfere with the driver's ability to see other vehicles, people or objects.

Crash Data and Trends

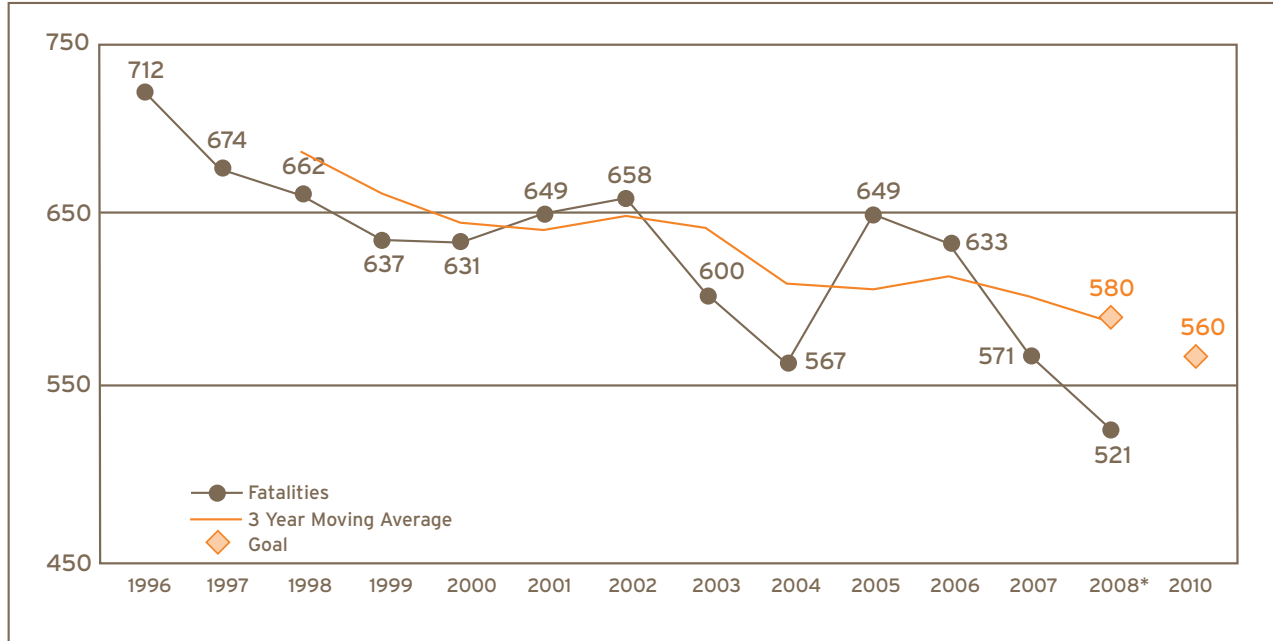
Collision Data & Performance Measures	Baseline Data 1996 - 1999				Progress Report Data 2000 - 2008								
	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008*
Fatalities	712	674	662	637	631	649	658	600	567	649	633	571	521
Fatalities/100M VMT	1.45	1.32	1.27	1.21	1.17	1.21	1.20	1.09	1.02	1.17	1.12	1.00	0.94
Serious Injuries	-	-	-	-	-	3,488	3,206	2,805	2,813	2,915	2,992	2,749	2,603
Serious Injuries/100M VMT	-	-	-	-	-	6.50	5.85	5.10	5.05	5.25	5.29	4.83	4.69
Fatal and Serious Injuries	-	-	-	-	-	4,137	3,864	3,405	3,380	3,564	3,625	3,320	3,124
Fatal and Serious Injuries/100M VMT	-	-	-	-	-	7.71	7.05	6.19	6.07	6.42	6.41	5.83	5.63
Fatalities/100K Population	12.79	11.90	11.51	10.92	10.71	10.86	10.89	9.84	9.19	10.37	9.93	8.80	7.91
Serious Injuries/100K Population	-	-	-	-	-	58.38	53.06	46.00	45.61	46.59	46.93	42.37	39.51
Fatal and Serious Injuries/100K Population	-	-	-	-	-	69.24	63.96	55.84	54.80	56.97	56.86	51.17	47.42
Drinking Driver-Involved Fatalities	353	266	286	243	248	243	262	221	214	271	252	233	227
Drinking Driver-Involved Fatalities/100M VMT	0.72	0.52	0.55	0.46	0.46	0.45	0.48	0.40	0.38	0.49	0.45	0.41	0.41
Speeding-Related Fatalities	249	241	247	226	241	234	260	234	226	247	253	227	213
Speeding-Related Fatalities/100M VMT	0.51	0.47	0.48	0.43	0.45	0.44	0.47	0.43	0.41	0.45	0.45	0.40	0.38
Statewide Observed Daytime Seatbelt Use Rate	81.0%	78.0%	79.1%	81.1%	81.6%	82.6%	92.6%	94.8%	94.2%	95.2%	96.3%	96.4%	96.5%
Motorcyclist Fatalities	41	28	51	38	37	55	54	59	73	74	80	69	81
Motorcyclist Fatalities/10K Registered Motorcycles	4.35	2.96	5.26	3.90	3.25	4.59	4.26	4.22	4.67	4.32	4.25	3.41	3.58
Motorcyclist Fatalities/100K Population	0.74	0.49	0.89	0.65	0.63	0.92	0.89	0.97	1.18	1.18	1.25	1.06	1.23
Observed Child Safety Seat Use (Under 40 lbs.)	-	-	-	-	76.8%	-	-	56.1%	70.9%	46.5%	52.8%	50.8%	60.5%
Observed Booster Seat Use (40-80 lbs.)	-	-	-	-	22.1%	-	46.7%	44.7%	49.4%	28.7%	31.6%	17.2%	40%
Seat Belt Use Rate For Front Seat Outboard Fatalities	41.5%	41.1%	41.8%	41.5%	41.6%	46.4%	50.9%	61.0%	61.8%	55.7%	56.9%	61.6%	61.1%
Fatalities Involving a Driver BAC≥0.08	256	192	207	202	195	190	215	180	174	203	194	184	166
Single-Vehicle Nighttime Fatal Collisions	108	95	95	108	94	87	117	92	88	104	88	88	83
Single-Vehicle Nighttime Serious Injury Collisions	-	-	-	-	-	313	270	244	208	277	263	251	239
Young Driver-Involved Fatalities	115	115	122	98	125	103	122	109	83	81	112	82	59
Pedestrian Fatalities	92	73	77	60	68	75	70	77	60	74	72	62	64
Annual Vehicle Miles Traveled (in thousands)	49,270,255	51,072,989	51,926,356	52,712,207	53,829,104	53,669,230	54,776,644	55,012,801	55,674,821	55,487,301	56,531,930	56,963,726	55,447,151
Population	5,567,764	5,663,763	5,750,033	5,830,835	5,894,121	5,974,900	6,041,710	6,098,300	6,167,800	6,256,400	6,375,600	6,488,000	6,587,600
Registered Motorcycles	94,285	94,738	97,018	97,551	114,018	119,811	126,816	139,663	156,202	171,202	188,378	202,604	226,187

* 2008 figures are based on preliminary data and are subject to change as more information becomes available.
 (-) Data unavailable.

Performance Goals and Trends

Goal: Reduce traffic fatalities to 580 by 2008 and to 560 by 2010 from the baseline of 712 in 1996

Washington Traffic Fatalities

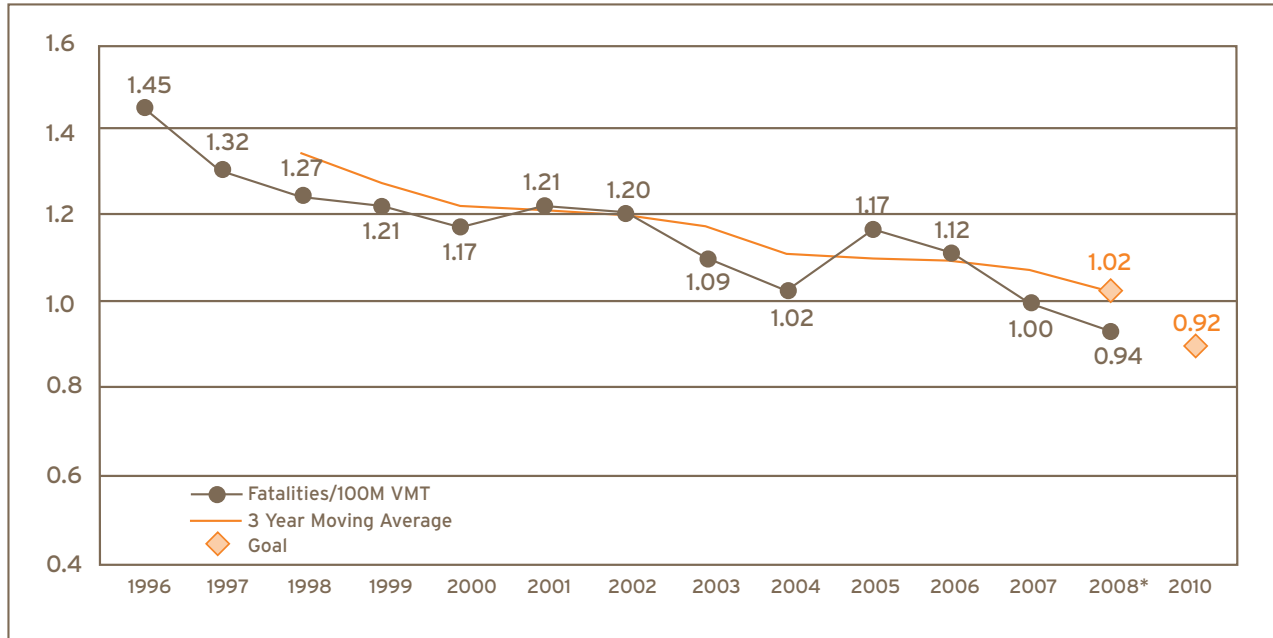


Source: FARS

*2008 figures are based on preliminary data and are subject to change as more information becomes available.

Goal: Reduce traffic fatality rate to 0.98 in 2008 and 0.92 in 2010 from the baseline fatality rate of 1.45 in 1996

Traffic Fatality Rate



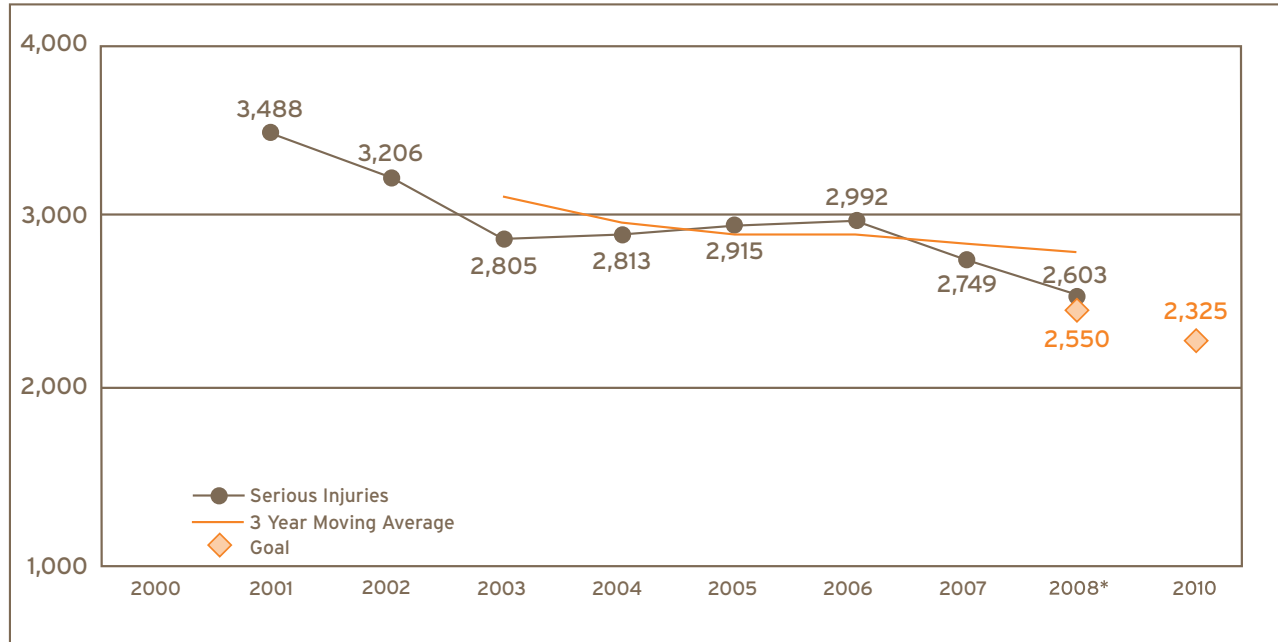
Source: FARS and WSDOT

*2008 figures are based on preliminary data and are subject to change as more information becomes available.

Performance Goals and Trends

Goal: Reduce traffic serious injuries to 2,550 by 2008 and 2,325 by 2010 from the baseline of 3,488 serious injuries in 2001**

Washington Traffic Serious Injuries



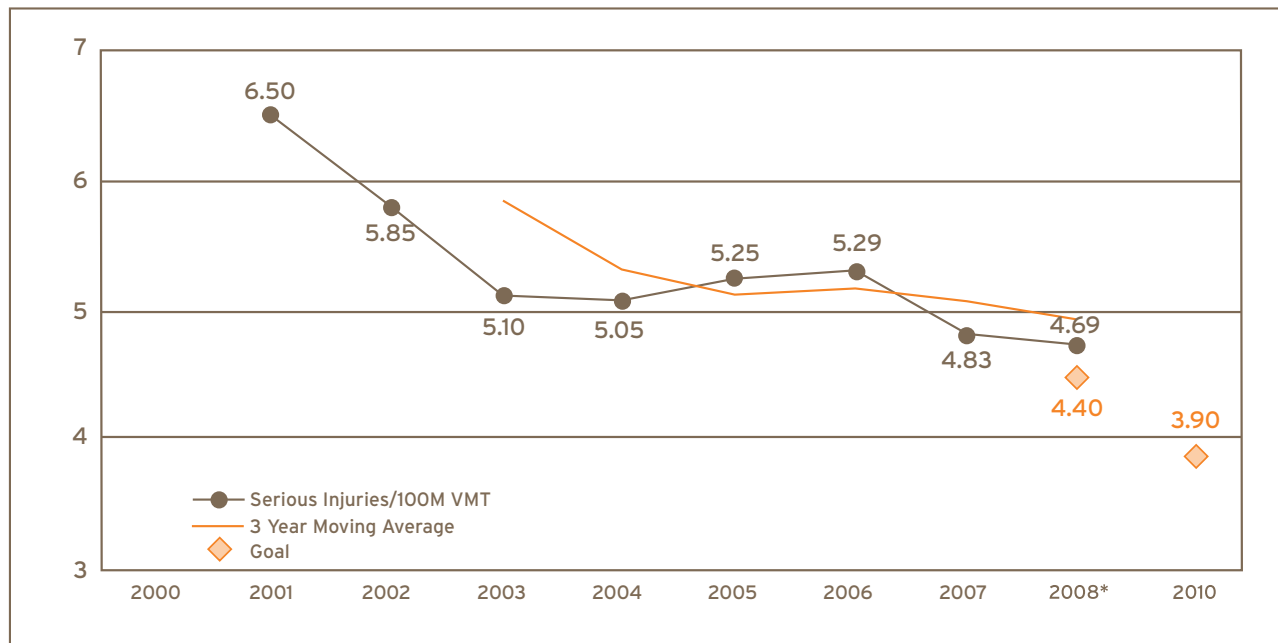
Source: FARS, WSDOT and OFM and DOL

*2008 figures are based on preliminary data and are subject to change as more information becomes available.

**Serious injury data is not available for the years 1996-2000.

Goal: Reduce traffic serious injury rate to 4.40 in 2008 and to 3.90 in 2010 from the baseline of 6.50 in 2001**

Traffic Serious Injury Rate



Source: FARS, WSDOT and OFM and DOL

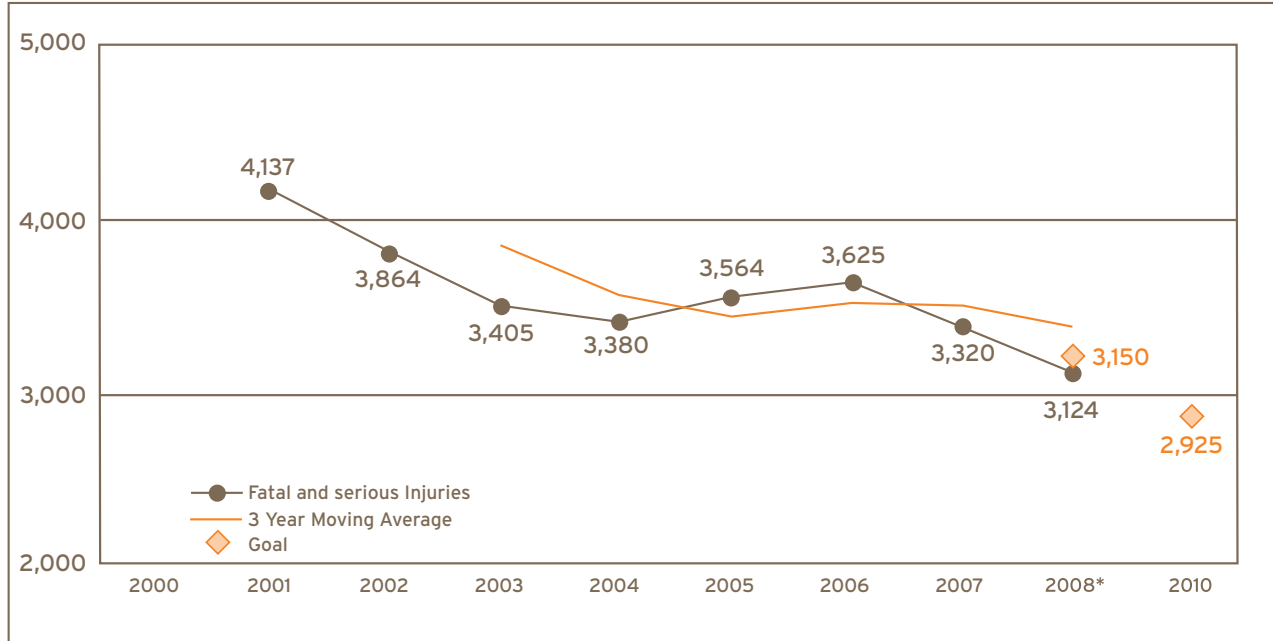
*2008 figures are based on preliminary data and are subject to change as more information becomes available.

**Serious injury data is not available for the years 1996-2000.

Performance Goals and Trends

Goal: Reduce traffic fatalities and serious injuries to 3,150 in 2008 to 2,925 in 2010 from the baseline of 4,137 in 2001**

Washington Traffic Fatalities and Serious Injuries



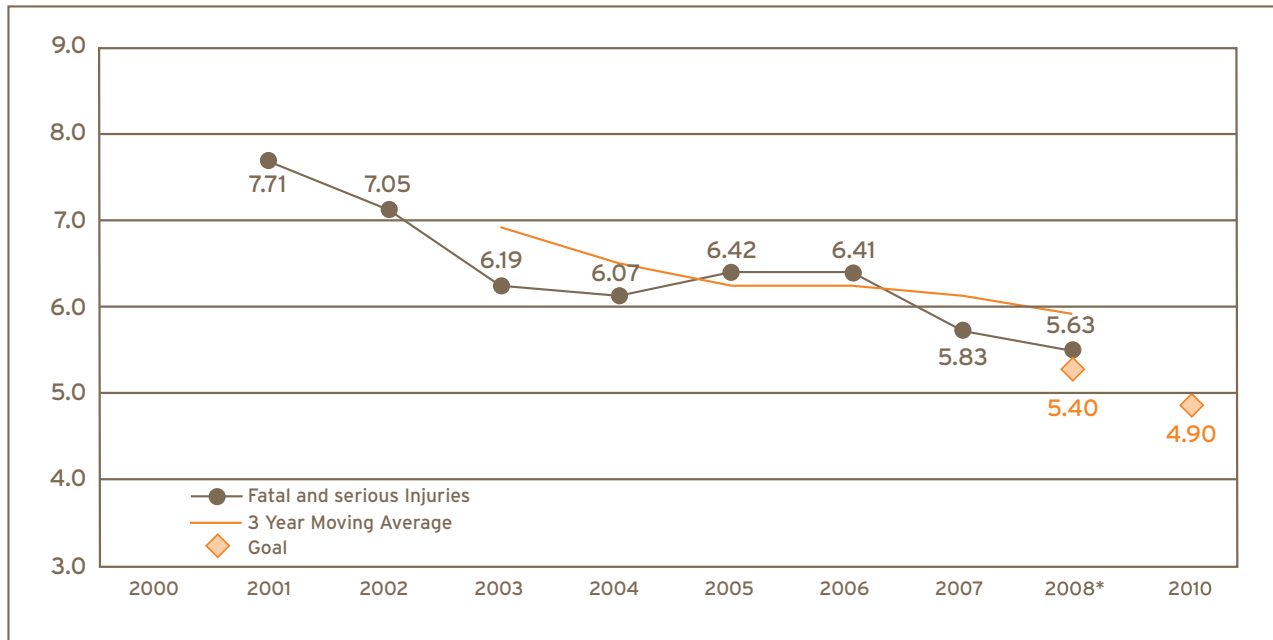
Source: FARS and WSDOT

*2008 figures are based on preliminary data and are subject to change as more information becomes available.

**Serious injury data is not available for the years 1996-2000.

Goal: Reduce traffic fatalities and serious injuries to 5.40 in 2008 to 4.90 in 2010 from the baseline of 7.71 in 2001**

Fatal and Serious Injury Rate



Source: FARS and WSDOT

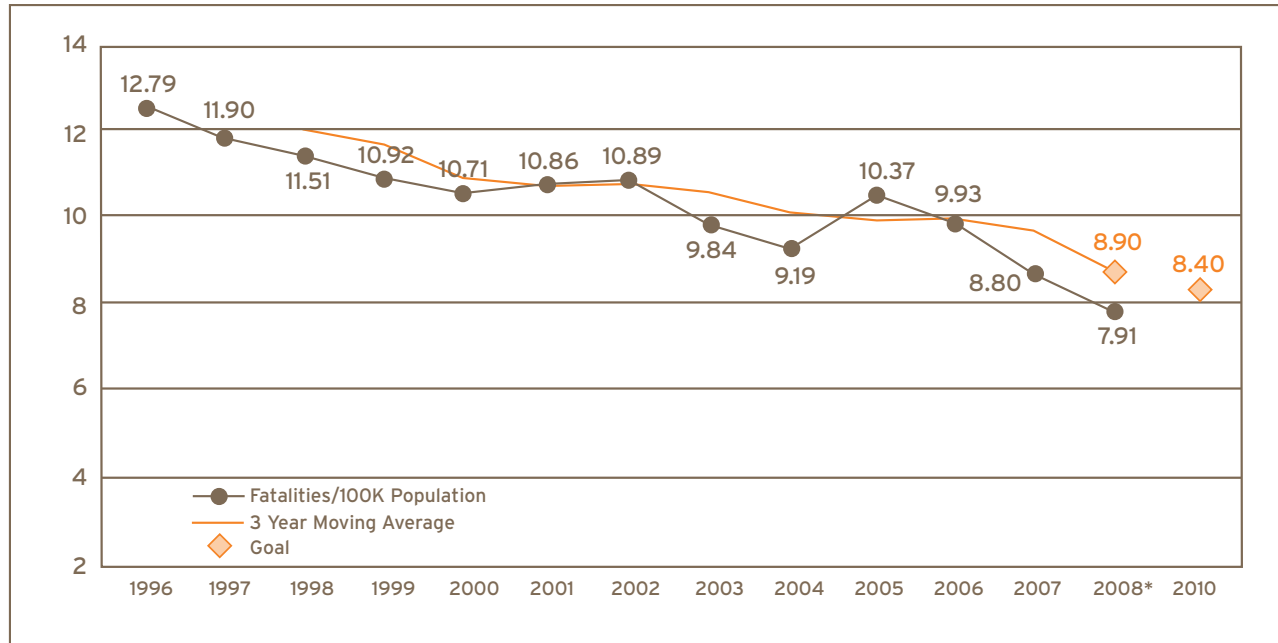
*2008 figures are based on preliminary data and are subject to change as more information becomes available.

**Serious injury data is not available for the years 1996-2000.

Performance Goals and Trends

Goal: Reduce traffic fatality rate to 8.90 in 2008 and 8.40 in 2010 from the baseline of 12.79 in 2001**

Fatalities per 100,000 Population

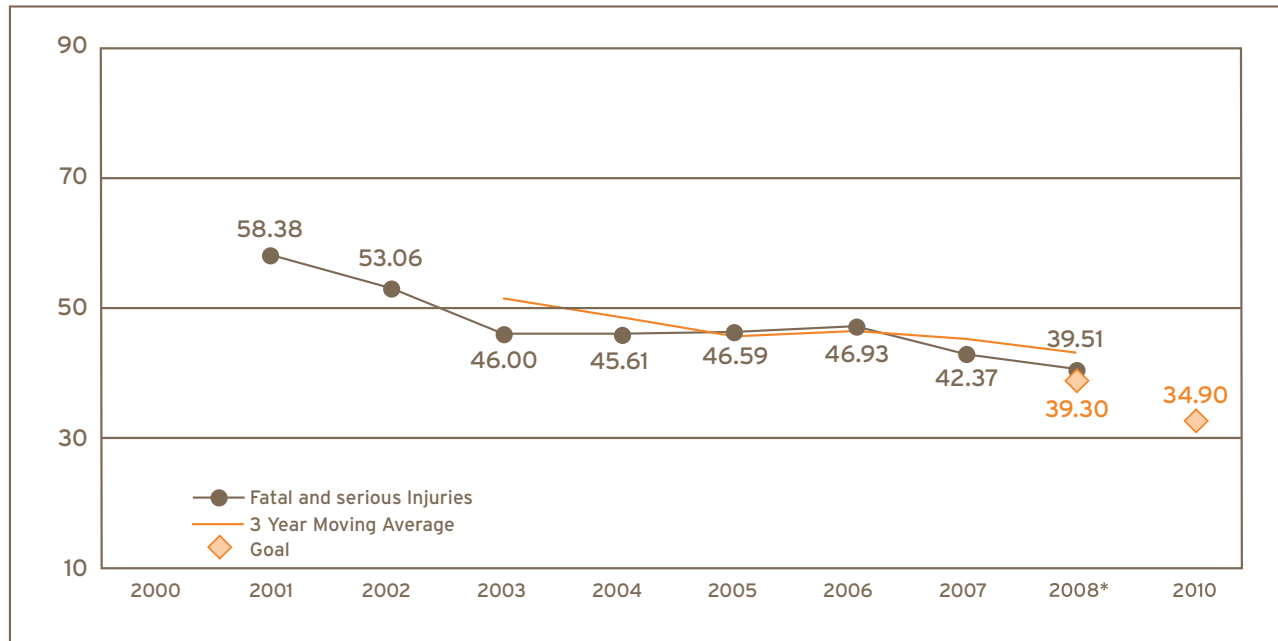


Source: FARS and OFM

*2008 figures are based on preliminary data and are subject to change as more information becomes available.

Goal: Reduce traffic serious injury rate to 39.30 in 2008 and to 34.90 in 2010 from the baseline of 58.38 in 2001**

Serious Injuries per 100,000 Population



Source: FARS, WSDOT and OFM

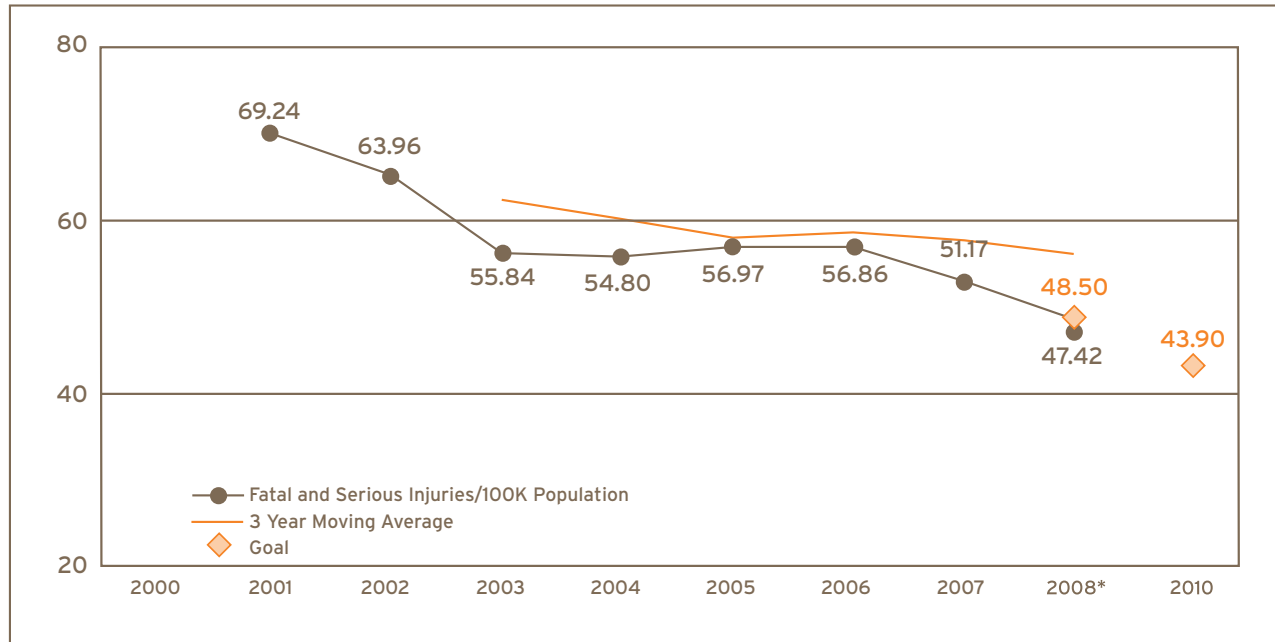
*2008 figures are based on preliminary data and are subject to change as more information becomes available.

**Serious injury data is not available for the years 1996-2000.

Performance Goals and Trends

Goal: Reduce traffic fatal and serious injury rate to 48.50 in 2008 and to 43.90 in 2010 from the baseline of 69.24 in 2001**

Fatal and Serious Injuries per 100,000 Population



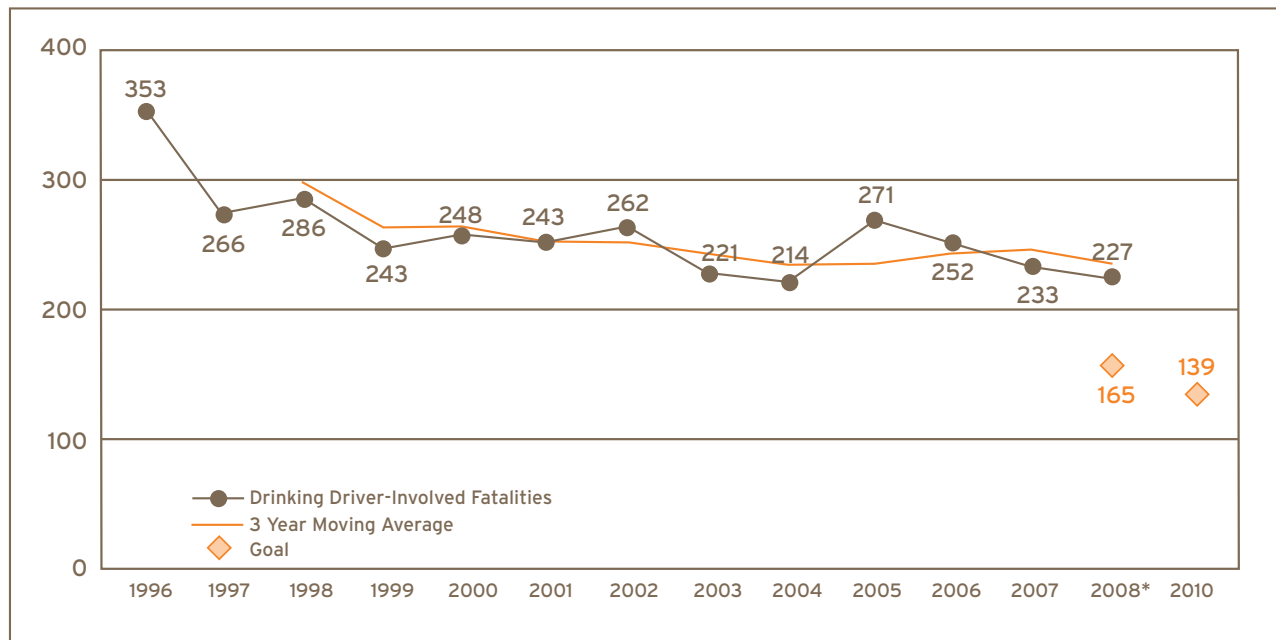
Source: FARS, WSDOT and OFM

*2008 figures are based on preliminary data and are subject to change as more information becomes available.

**Serious injury data is not available for the years 1996-2000.

Goal: Reduce to 165 in 2008 and 139 in 2010 from the baseline of 353 in 1996

Drinking Driver-Involved Fatalities



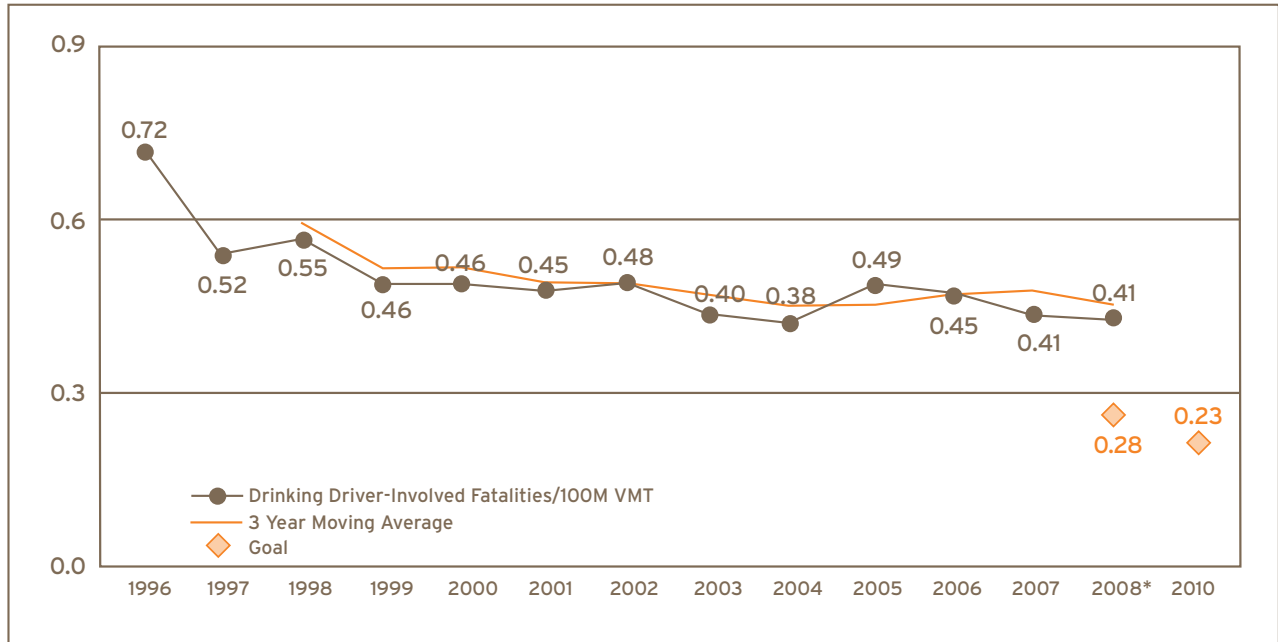
Source: FARS

*2008 figures are based on preliminary data and are subject to change as more information becomes available.

Performance Goals and Trends

Goal: Reduce to 0.28 in 2008 and 0.23 in 2010 from the baseline of 0.72 in 1996

Drinking Driver-Involved Fatality Rate

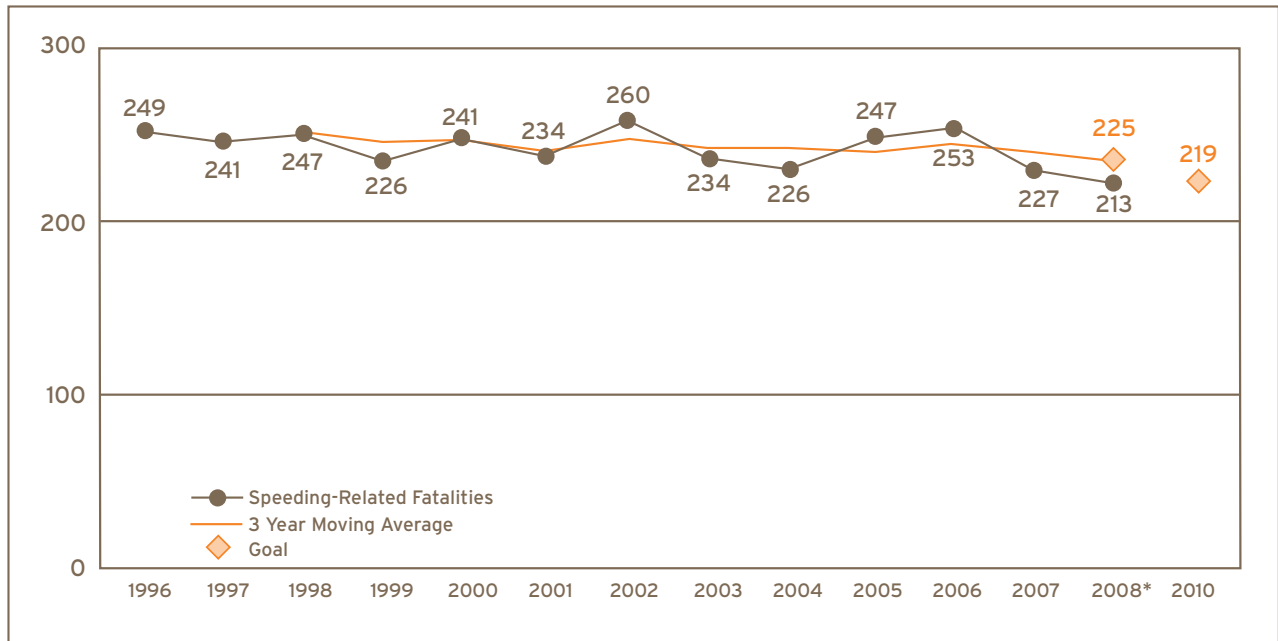


Source: FARS and WSDOT

*2008 figures are based on preliminary data and are subject to change as more information becomes available.

Goal: Reduce speeding-related fatalities to 225 in 2008 and to 219 in 2010 from the baseline of 249 in 1996

Speeding-Related Fatalities



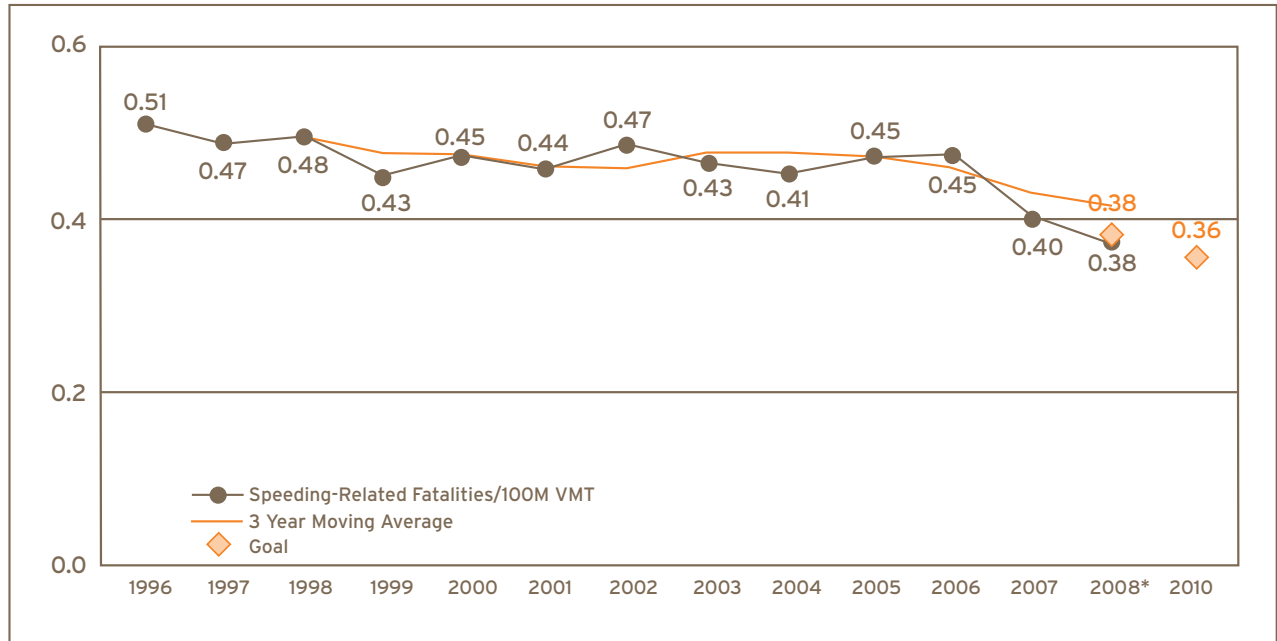
Source: FARS

*2008 figures are based on preliminary data and are subject to change as more information becomes available.

Performance Goals and Trends

Goal: Reduce speeding-related fatality to 0.38 in 2008 and to 0.36 in 2010 from the baseline of 0.51 in 1996

Speeding-Related Fatality Rate

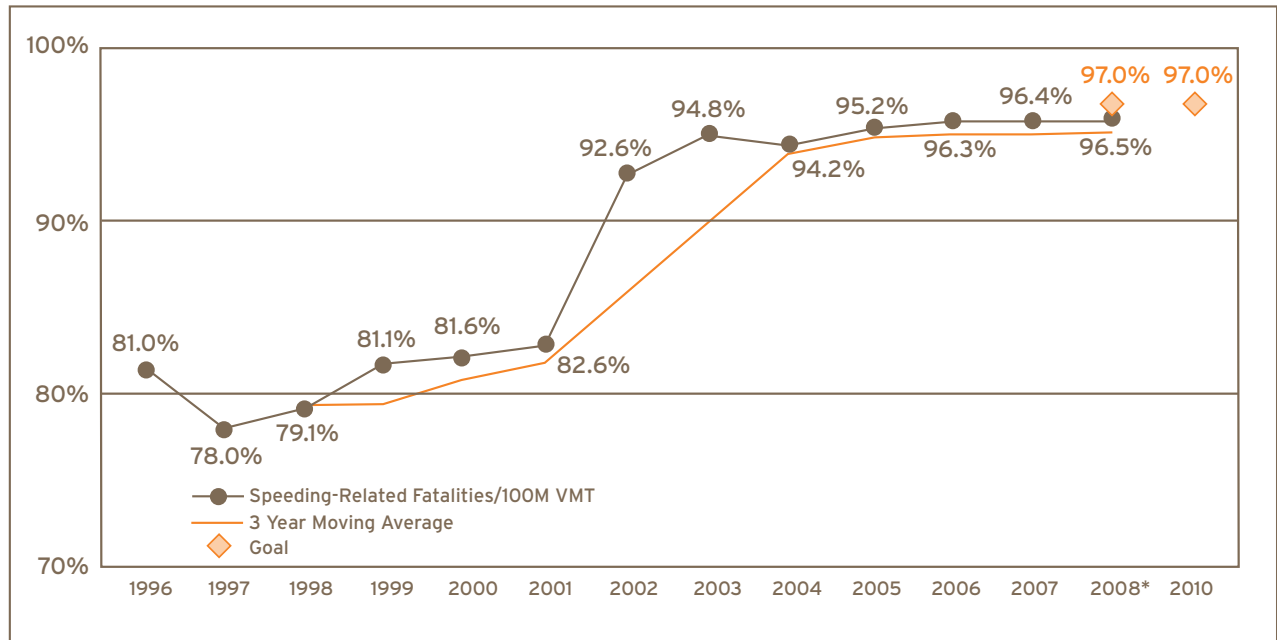


Source: FARS and WSDOT

*2008 figures are based on preliminary data and are subject to change as more information becomes available.

Goal: Increase seat belt use rate to 97.0% in 2008 and to maintain in 2010 from the baseline of 81.0% in 1996

Statewide Observed Daytime Seat Belt Use Rate



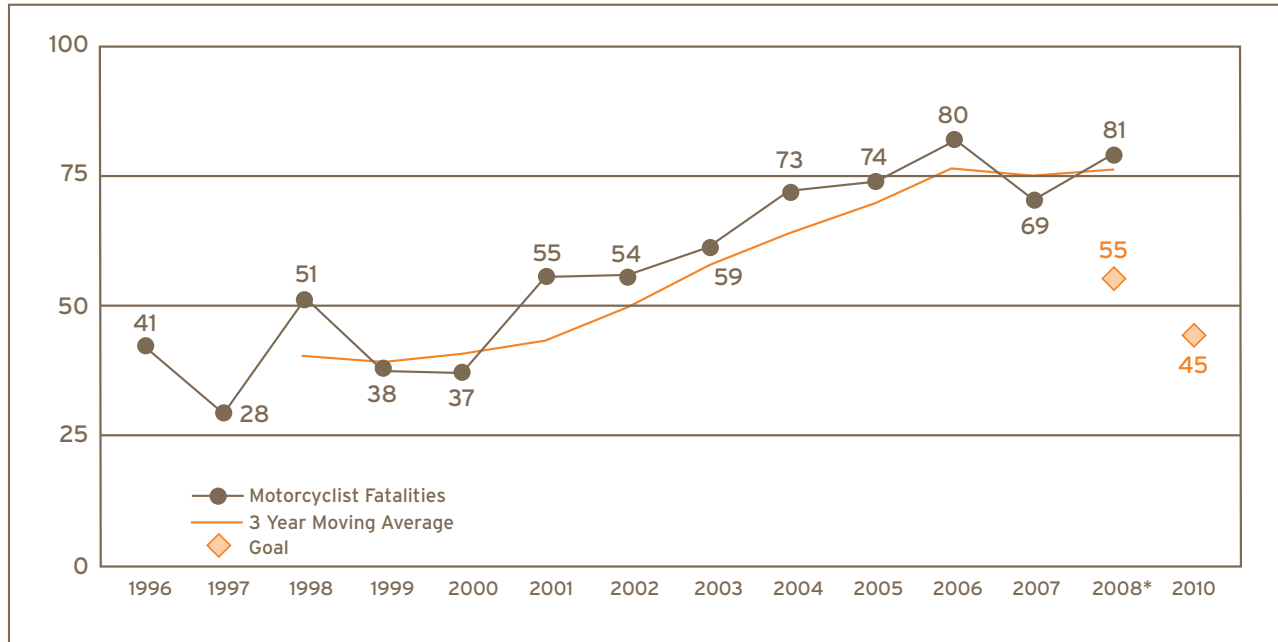
Source: FARS

*2008 figures are based on preliminary data and are subject to change as more information becomes available.

Performance Goals and Trends

Goal: Reduce motorcyclist fatalities to 55 in 2008 and 45 in 2010 from the baseline of 41 in 1996

Motorcyclist Fatalities

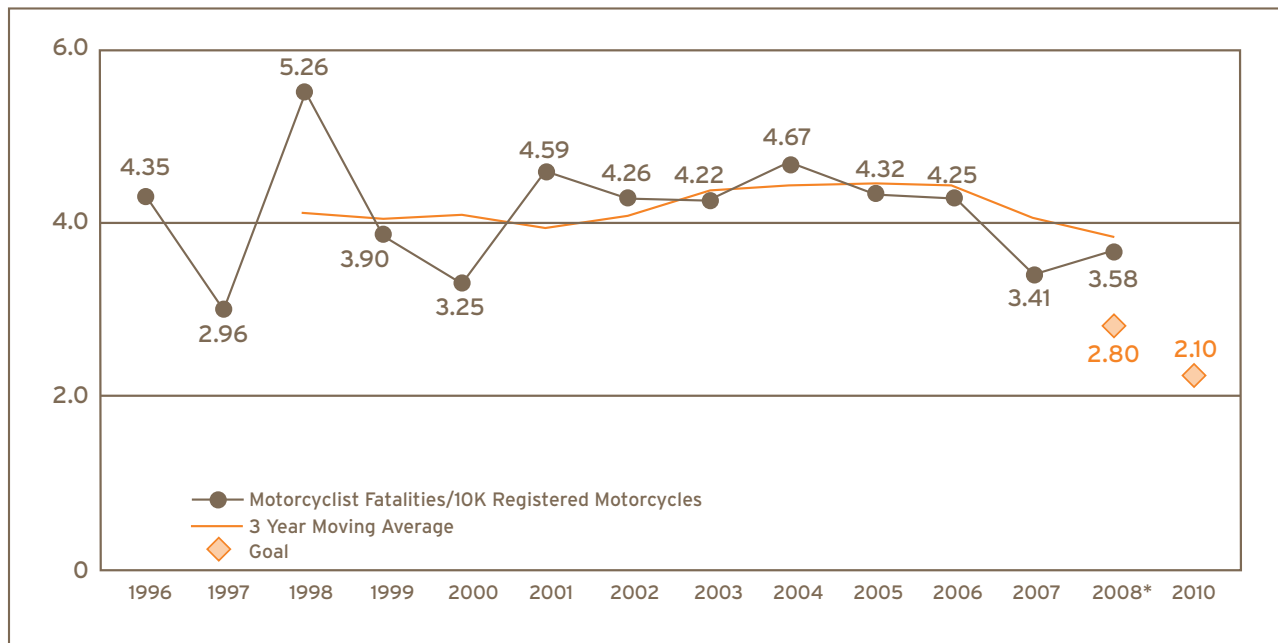


Source: FARS

*2008 figures are based on preliminary data and are subject to change as more information becomes available.

Goal: Reduce motorcyclist fatality rate to 2.8 in 2008 and 2.1 in 2010 from the baseline of 4.35 in 1996

Motorcyclist Fatalities per 10,000 Registered Motorcycles



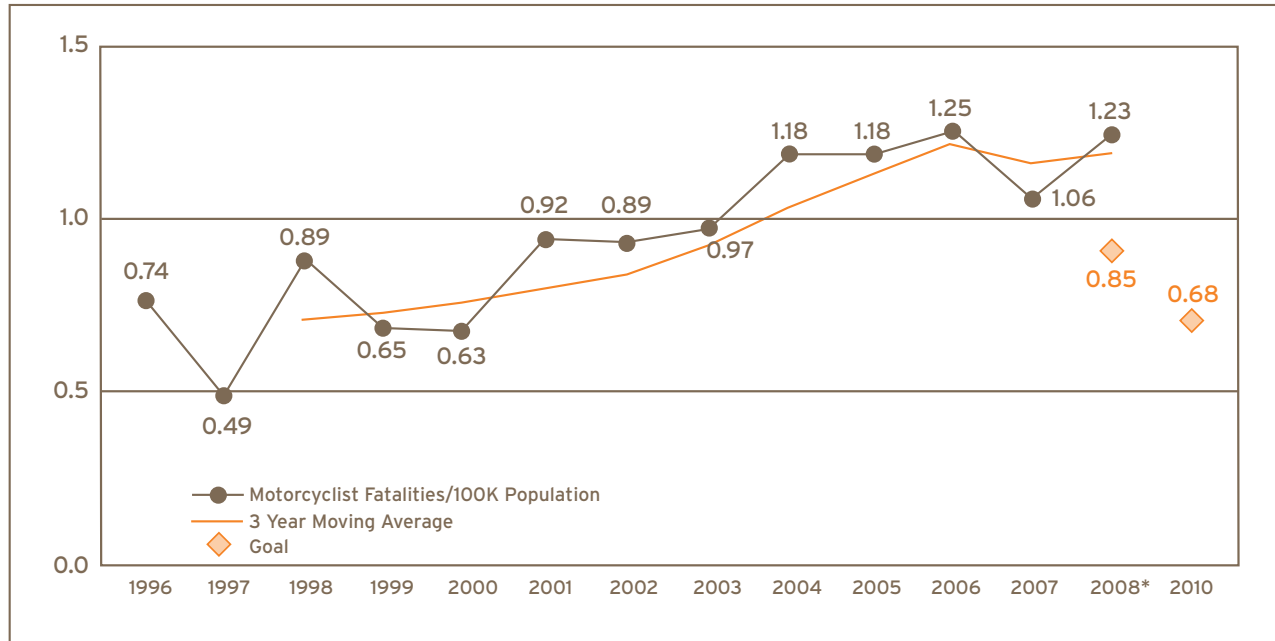
Source: FARS and DOL

*2008 figures are based on preliminary data and are subject to change as more information becomes available.

Performance Goals and Trends

Goal: Reduce motorcyclist fatality rate to 0.85 in 2008 and 0.68 in 2010 from the baseline of 0.74 in 1996

Motorcyclist Fatality Rate per 100,000 Population

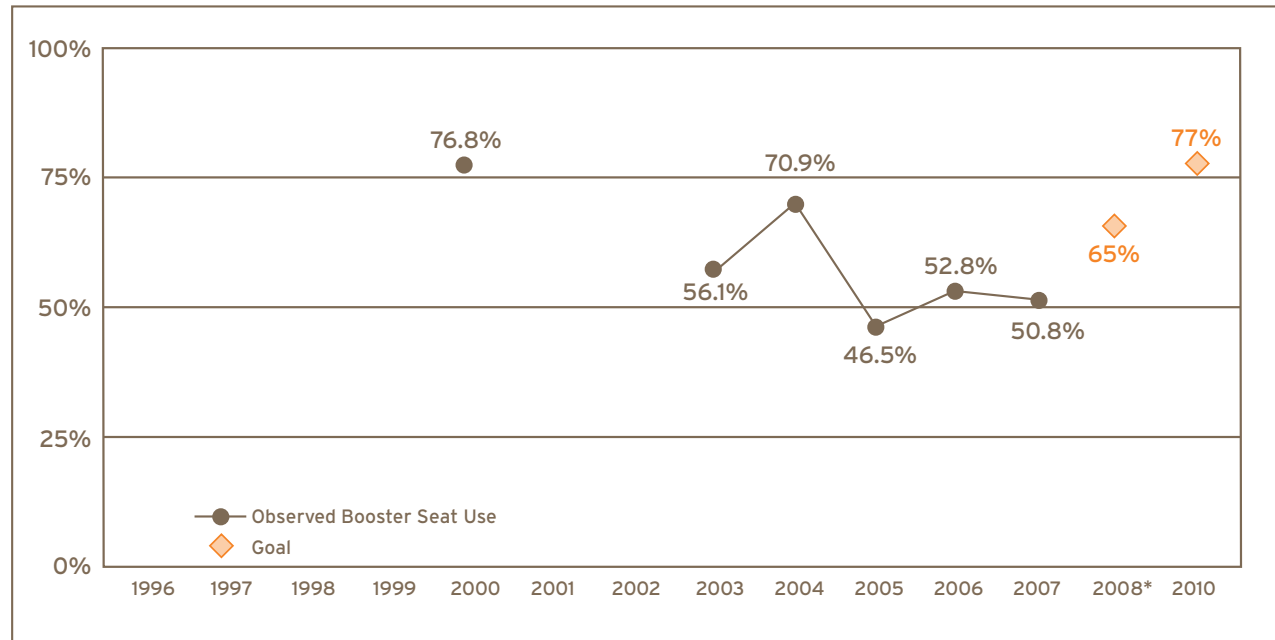


Source: FARS and OFM

*2008 figures are based on preliminary data and are subject to change as more information becomes available.

Goal: Increase use rate to 65% in 2008 and 77% in 2010 from the baseline of 76.8% in 2000

Observed Child Safety Seat Use (0-40 lbs.)



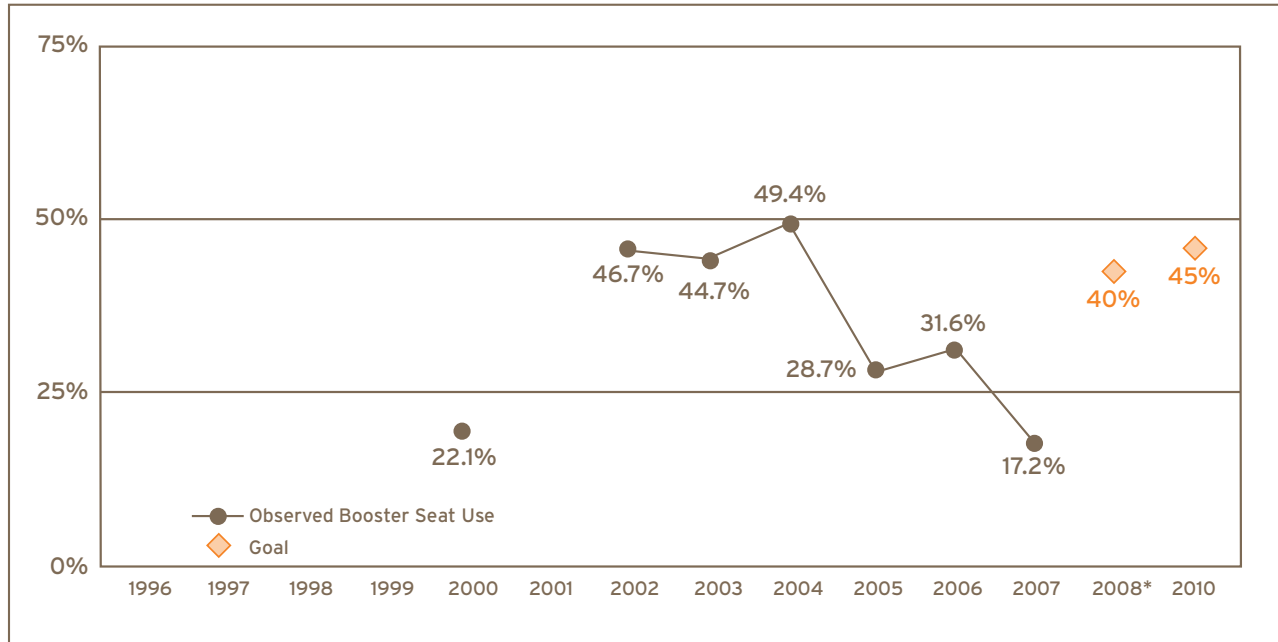
Source: Statewide Observational Study - Division of Governmental Studies and Services (DGSS)

*Data not available prior to 2000 and for 2001, 2002, and 2008.

Performance Goals and Trends

Goal: Increase use rate to 40% in 2008 and 45% in 2010 from the baseline of 22.1% in 2000

Observed Booster Seat Use (40-80 lbs.)

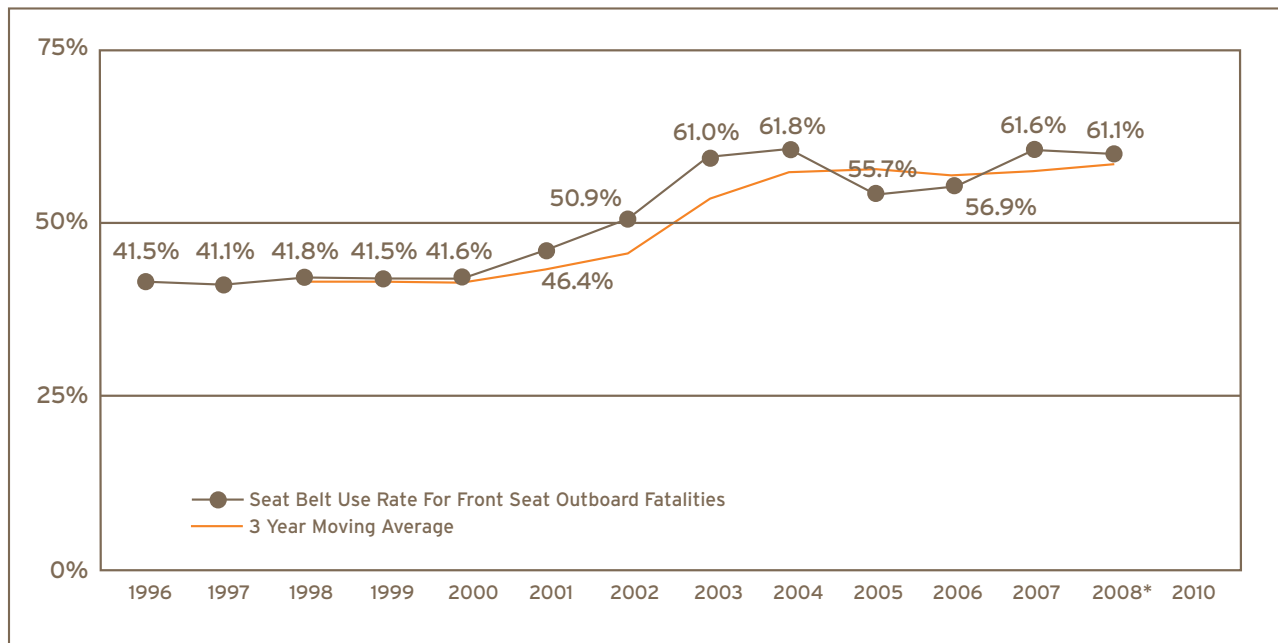


Source: Statewide Observational Study - Division of Governmental Studies and Services (DGSS)

*Data not available prior to 2000 and for 2001, 2002, and 2008.

Goal: No Goal Set

Seat Belt Use Rate For Front Seat Outboard Fatalities



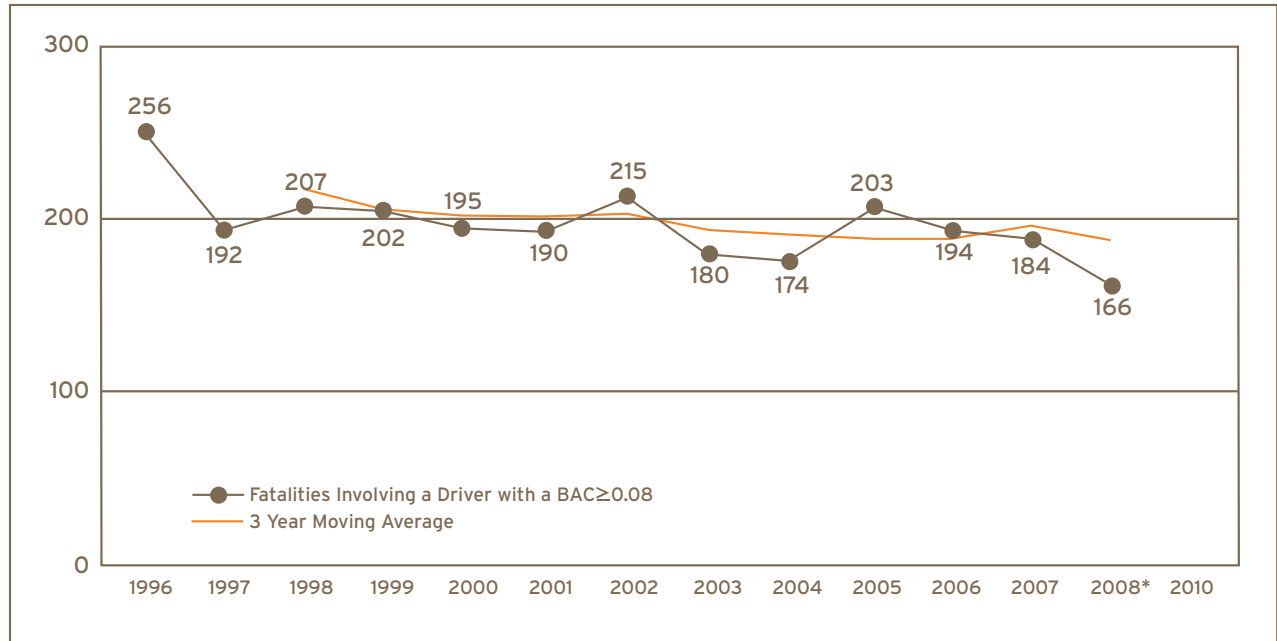
Source: FARS

*2008 figures are based on preliminary data and are subject to change as more information becomes available.

Performance Goals and Trends

Goal: No Goal Set

Fatalities Involving a Driver with a BAC of 0.08 or Higher

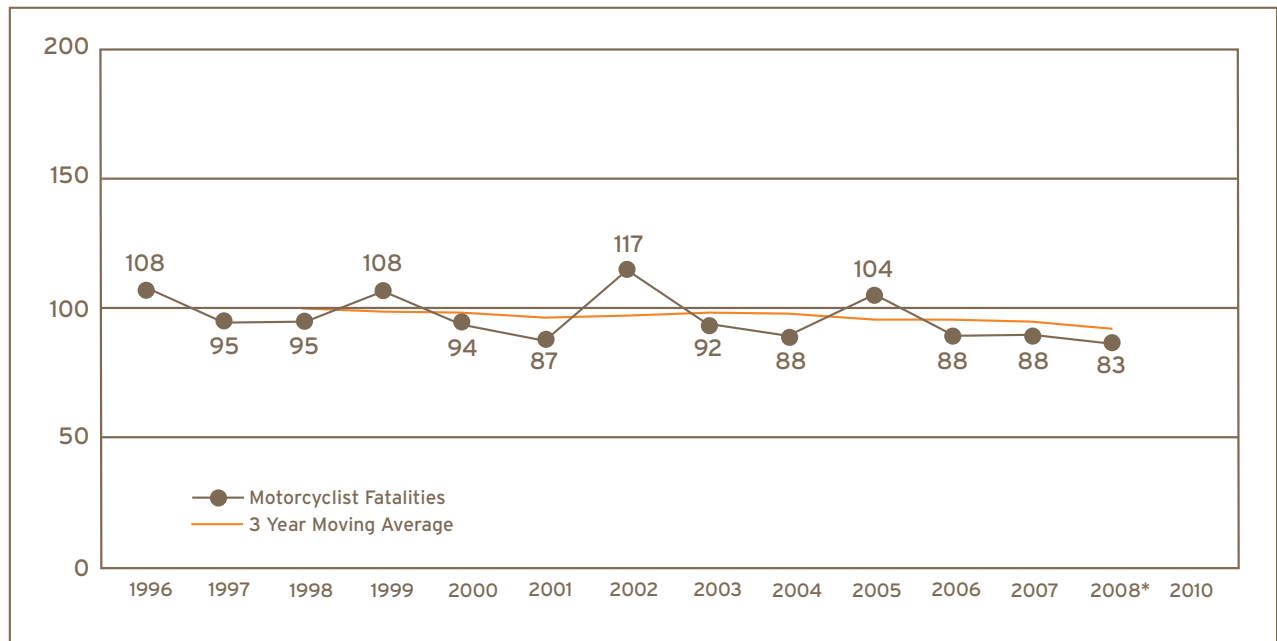


Source: FARS

*2008 figures are based on preliminary data and are subject to change as more information becomes available.

Goal: No Goal Set

Single-Vehicle Nighttime Fatal Collisions: 9pm to 3am



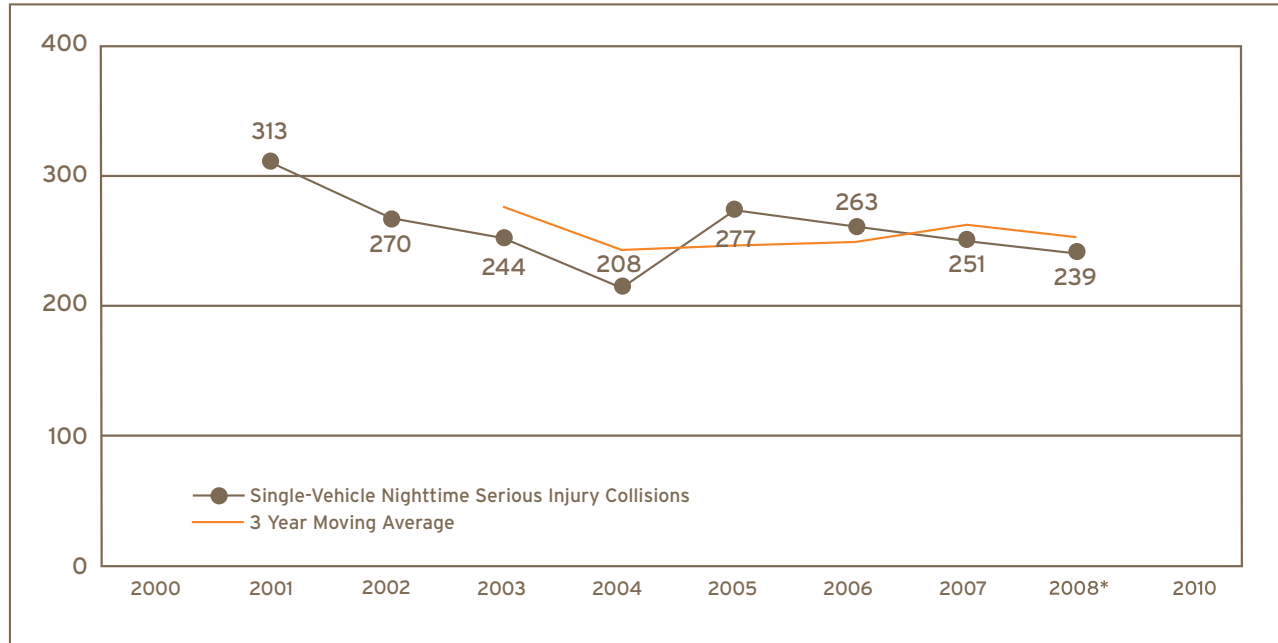
Source: FARS

*2008 figures are based on preliminary data and are subject to change as more information becomes available.

Performance Goals and Trends

Goal: No Goal Set

Single-Vehicle Nighttime Serious Injury Collisions: 9pm to 3am



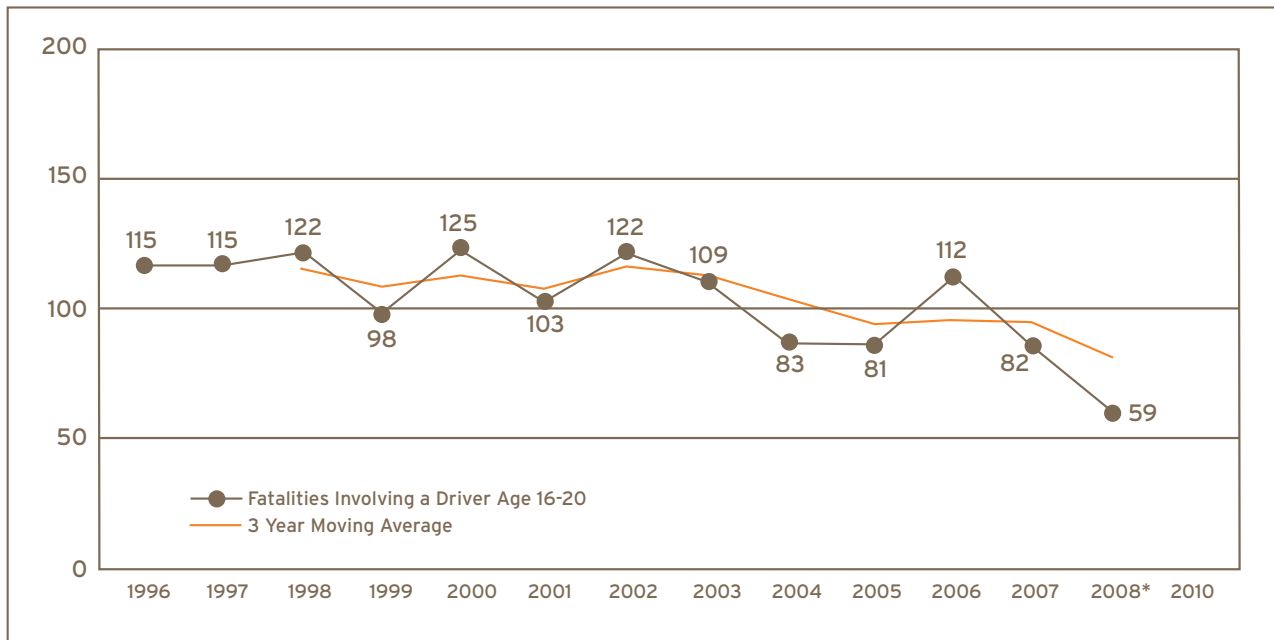
Source: WSDOT

*2008 figures are based on preliminary data and are subject to change as more information becomes available.

**Serious injury data is not available for the years 1996-2000.

Goal: No Goal Set

Fatalities Involving a Driver Age 16-20



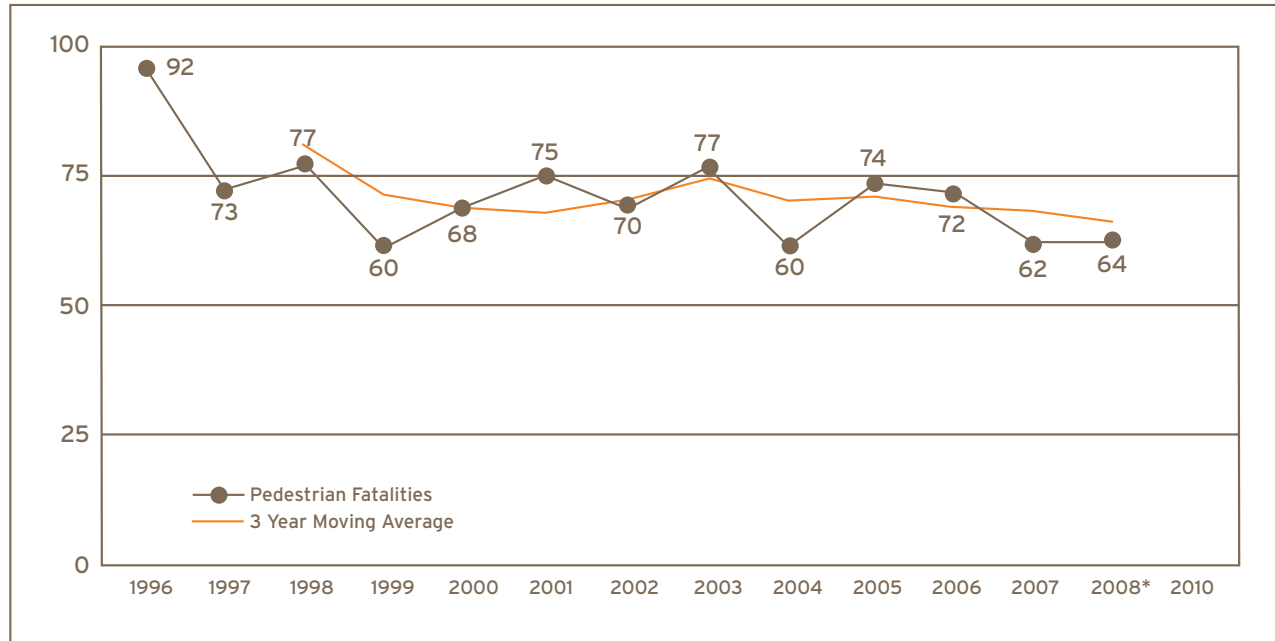
Source: FARS

*2008 figures are based on preliminary data and are subject to change as more information becomes available.

Performance Goals and Trends

Goal: No Goal Set

Pedestrian Fatalities



Source: FARS

*2008 figures are based on preliminary data and are subject to change as more information becomes available.

Impaired Driving



Goals and Trends

The goals and objectives of the WTSC's Impaired Driving Program can be found in pages 10 through 16 of this 2008 Annual Report.

Using 1994 baseline data of 296 drinking driver related fatalities, the goal of the impaired driving program is reduce the number of drinking driver related fatalities to 165 by 2008 and 118 by 2012. The total number of drinking driver fatalities from 2008 was 227, which did not reach the stated performance goal. However, 2008 drinking driver related fatalities were fewer than the proceeding three years as shown below:

2005 = 271
2006 = 251
2007 = 232
2008 = 227

Also, this year the impaired driving program qualified for the National Highway Traffic Safety Administration 410 Grant as a low alcohol-involved fatality rate state using 2007 data, with an

alcohol-involved fatality rate of .44 deaths per 100,000 vehicle miles traveled.

2008 also saw big improvement in the Governors Highway Safety Association recommended measure of the "Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above," as shown below:

2005 = 203
2006 = 194
2007 = 184
2008 = 167



Impaired Driving

The objectives of the Impaired Driving Program are to:

- Foster Leadership to Facilitate Impaired Driving System Improvements
- Enforce DUI Laws
- Prosecute, Impose Sanctions on and Treat DUI Offenders
- Control High BAC and Repeat DUI Offenders
- Reduce Excess Drinking and Underage Drinking

Projects and strategies are discussed below under each impaired driving objective heading.

I. Foster Leadership to Facilitate Impaired Driving System Improvements

Strategy: Expand Impaired Driving Partnerships

Washington Impaired Driving Advisory Council (K808-04): In September 2009, the National Highway Traffic Safety Administration (NHTSA) awarded a \$1 Million grant to the WTSC under a cooperative agreement titled, "Fostering Leadership to Facilitate Impaired Driving

System Improvements." In preparation for this grant opportunity, WTSC established the Washington Impaired Driving Advisory Council. This 25-member group consists of partner and stakeholders who represent the wide spectrum of the State's impaired driving system from program management, law enforcement, training, prosecution, judicial, prevention, treatment, rehabilitation, advocacy and private business. The mission of this five-year demonstration project is to establish and institutionalize a statewide impaired driving task force (Washington Impaired Driving Advisory Council) to develop, implement, and oversee a strategic plan for addressing identified gaps in the State's impaired driving system.

Judicial Education Project (K808-08): Four regional DUI judicial education forums provided timely relevant education sessions to 73 judicial officers. Experts provided updates on ignition interlock law, information about department of licensing regulations, a demonstration of standard field sobriety tests, Horizontal Gaze Nystagmus, and the physiology of alcohol with a drinking lab. Faculty was engaging and interactive.



Impaired Driving

Participants gave the forums an overall rating of 4.39 out of a possible 5 for relevance, knowledge, coordination, materials and usefulness.

II. Enforce DUI Laws

Strategy: Conduct statewide, high-visibility enforcement and media campaigns

Drive Hammered Get Nailed and X52 DUI Patrols (K808-04) - . WTSC conducted X52 DUI Patrols quarterly and the Drive Hammered Get Nailed DUI Crackdown as part of the NHTSA August/Labor Day campaign. 146 law enforcement agencies participated in these patrols, a 20% increase in the number of participating agencies over the prior year. Each dollar of law enforcement overtime funding was matched with paid media informing the public of the increased enforcement. Please see the Communications section for more information on the paid and earned media supporting these DUI enforcement campaigns.

X52 DUI Campaign Results:

Overtime hours worked: 3,925
 Contacts: 8,328
 Citations: 2,308
 DUI arrests: 318

Drive Hammered Get Nailed Campaign Results:

Overtime hours worked: 4,144
 Contacts: 8,795
 Citations: 3,048
 DUI arrests on overtime: 361
 DUI arrests total: 2,818

Strategy: Target areas with high numbers of DUI-related crashes

Washington State Patrol Impaired Driving Project (K808-07 and K4PT09-01): All eight districts of the Washington State Patrol participated in the X52 DUI patrols and the Drive Hammered Get Nailed campaign, as well as targeting DUI patrols to times and locations where DUI crashes are high.

Results

Overtime hours worked: 10,187
 Contacts: 11,956
 Citations:
 DUI arrests on overtime: 705

Mobile Impaired Driving Unit (MIDU) (K808-07 and K4PT09-01): To support X52 DUI patrols, the Drive Hammered Get Nailed campaign, and other special events targeting times and location with high numbers of DUI crashes, WSPI Impaired Driving Section, employed the Mobile Impaired Driving Unit to local communities throughout the year. This motor home is equipped with three breath testing stations, three holding cells, a communications station and computer stations officers report writing. The MIDU was deployed to 35 events and staffed with BAC technicians and Drug Recognition Experts. The MIDU was deployed for 35 special events and X52 weekends. Staff completed over 400 breath tests and conducted several drug



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influence evaluations freeing up valuable time for patrol officers, getting them back on the road looking for impaired drivers quicker. Each deployment was preceded by a news release announcing the increased enforcement and the added presence of the MIDU. This resulted in numerous media interviews and news articles.

Yakima Sober Streets (K808-12): Overtime funds were provided to Yakima Police Department to detect and arrest impaired drivers in the city of Yakima. The sergeant deploys drug recognition experts and high-performing officers on these nighttime weekend patrols. These officers were extremely prolific in making DUI arrest, producing one arrest for every four hours of overtime. To make these patrols highly visible, WTSC produced a TV ad using the Yakima Police Department DUI patrol officers as spokespersons announcing the stepped

up enforcement. Air time was bought on local Yakima cable channels to inform the public. The PSAs were well received.

Results:

Overtime hours worked: 674
 Contacts: 2,829
 DUI arrests: 165
 1 DUI arrest for every 4 hours of overtime!

Strategy: Enhance training in alcohol and drug detection

Drug Recognition Expert (DRE) Program (K808-03): Housed in the Washington State Patrol Impaired Driving Section, the Drug Recognition Expert program provides training and activities for all law enforcement officers in the state as well as education for prosecutors, teachers and other school officials, and the public. The program conducted 198 classes and trained 4,481 people as follows:

Drug Recognition Expert Program Trainings Conducted			
#	Type of Class	#	Type of Student
2	DRE Schools	29	officers, troopers and students
2	Field Certifications	34	officers, troopers and students
1	DRE In-service	191	DREs, prosecutors, toxicologists, DOL officials
1	Prosecutor DRE Pre School	33	prosecutors and judges
30	Drinking Labs	320	officers, troopers, prosecutors, toxicologists, public
16	ARIDE classes	232	officers, troopers, prosecutors, toxicologists
1	Mega Practical at Trooper Basic Education Classes	48	troopers
4	Judicial Forums	76	judges
12	Drug Overview Classes	435	public
10	Drugs Impaired Driving Classes	244	officers and troopers
34	DUI Overview Classes	1,050	public
8	DRE Overview Classes	487	public
10	Drug Impaired Training for the Education Professional classes	238	School personnel
60	Standard Field Sobriety Test classes	1192	officers, troopers
8	Roll Call	63	Officers

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The DRE program also participated in MIDU events, attended many stakeholder events, participated in the Washington Impaired Driving Advisory Council, and developed a new reporting data base for collecting information from drug evaluations.

SeaTac Police Department Drug Recognition Training in Schools (K808-10): This project worked with SeaTac area middle and high schools to offer Drug Impaired Training for the Education Professional classes. Two classes were taught during the summer months. Pre and Post surveys indicated that participants were given the tools needed to recognize the signs of impairment. Participants also indicated that they would use the information they learned in their daily interactions with students. Despite this outcome, participation was limited due to scheduling conflicts. However, SeaTac Police Department will continue to build their relationship with the school district and offer classes without utilizing WTSC funding in the coming year.

III. Prosecute, Impose Sanctions on and Treat DUI Offenders

Strategy: Enhance prosecutor impaired driving training

Traffic Safety Resource Prosecutor Program (TSRP) (K808-04): WTSC, in partnership with Washington State Patrol Impaired Driving Section, established the Traffic Safety Resource Prosecutor Program on August 24, 2009. The program was fully staffed with two dedicated TSRPs as of September 21, 2009. After announcing the TSRP



program to local prosecutors, the program has been fielding legal and technical questions from trial prosecutors and appellate attorneys statewide on a variety of impaired driving issues. The TSRP program provided training through the DRE pre-school, four judicial forums, and the Criminal Justice Institute. The TSRPs created a video in partnership with the Seattle Police Department to assist prosecutors in illustrating the limitations on video and audio equipment utilized by law enforcement in the field. The TSRPs joined the Washington Impaired Driving Advisory Council, visited the State's DUI Courts, and have provided valuable resources on legislative issues around the ignition interlock driver's license and sobriety checkpoints. The TSRP The brief initial inception period of this program has been successful.

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Strategy: Identify DUI offenders who need treatment

DUI Assessment Process Evaluation (K808-05): This project was designed to evaluate the accuracy of the current DUI assessment process. To accomplish this the Department of Alcohol and Substance Abuse planned to contract with an expert in the DUI assessment process, gather data about the accuracy of Washington's Assessments and use this data in a multi-disciplinary workgroup to recommend potential changes. However, this project was initiated just prior to the worst state budget crisis in 30 years. Freezes in new contracting, potential loss of the staff position for project management and unexpected last minute restrictions on human testing requiring participants to sign consent forms made the project impossible to complete. Despite this, the project produced valuable learning and participating substance abuse treatment agencies received training in using assessment instruments.

IV. Control High BAC and Repeat DUI Offenders

Strategy: Support the Establishment of DUI Courts

Thurston County DUI Court (AL09-02): Since the establishment of the Thurston County DUI Court July 1, 2008, 32 participants have been admitted into the program. Only 6 participants have been terminated from the program for missed urinalysis and/or treatment sessions, making for a retention rate of 82 percent. Of those who have remained in the program, 77 percent have had no positive alcohol/drug tests. Both of these results exceed program goals of 65 percent and 77 percent respectively. The program also sought to alleviate jail incarceration. At a cost of \$74/day, 26 participants have received 365 days suspended, resulting in a saving of \$702,260. 92 percent of participants are currently employed full time.

Grant County DUI Court (AL09-04): During this first year of the grant project, Grant County DUI Court admitted nine participants into the program, one has graduated, five remain compliant with program requirements, and three have been terminated for non-compliance. This building year has resulted in a stable and trained DUI Court team who looks forward to working diligently to uphold the integrity of the program while also working hard to increase the number of participants.

Strategy: Increase the use of ignition interlocks

Ignition Interlock Pilot Project (K808-01): WTSC, in partnership with Washington

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State Patrol Impaired Driving Section, hired a full time Ignition Interlock Compliance Trooper to oversee ignition interlock manufacturers and installers, to monitoring compliance of those individuals required to have ignition interlock devices, and to train the law enforcement community about ignition interlocks and the applicable laws. The compliance project revised and updated ignition interlock portions of the Washington Administrative Code. One significant update gave the WSP the authority to set standards for certification, installation, repair, maintenance, monitoring, inspection and removal of ignition interlock devices. The Compliance trooper conducted compliance checks on over 400 people in the pilot project counties (King and Yakima). The average compliance rate in Yakima County was 56 percent and the average compliance rate in King County was 66 percent. A roll call video was developed and distributed to law enforcement officers explaining the new ignition interlock law, illustrating how the device works and how to detect if someone has attempted to circumvent the device. In addition to the compliance project, WTSC is gathering data to evaluate the effectiveness of the new law in reducing DUI recidivism.

V. Reduce Excess Drinking and Underage Drinking

Strategy: Enforce Underage Drinking Laws

Pierce County Party Intervention Patrols (K808-06): This project conducted four underage drinking party intervention patrols (January 17, March 28, May 9 and June 13, 2009). Each patrol was highly

visibly, garnering good press coverage before and after the events. Twelve different law enforcement agencies participate and DUI saturation patrols in the county took place simultaneously and were supported with paid radio advertising. All those arrested for minor in possession were taken to a local high school where chemical dependency councilors offered screening and brief interventions. Parent volunteers were available to discuss the results with parents as well as offering local resources to help parents. 139 Minor In Possession or Furnishing arrests were made. One child found unconscious in bath tub taken to ER with alcohol poisoning during the January 17th Patrol. Another teen with a .257 BAC was also taken to the emergency room during the March 28th patrol.



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Strategy: Require responsible beverage service policies for alcohol servers and retailers

Responsible Liquor Sales Training (K808-02): The Liquor Control Board's Mandatory Alcohol Server Training (MAST) program created "Last Call", a testimonial video and "A Guide for Washington's Retail Stores", a training booklet. The Liquor Control Board collaborated with Mothers against Drunk Driving, the Oregon Liquor Control Commission, the Washington Association of Neighborhood Stores, and the Korean American Grocers Association. The project was funded with a grant from the Washington Traffic Safety Commission in order to reduce the number of drunk-driving incidents and the access to alcohol by minors through the education

of sellers and servers of alcohol products. As of today, nearly 7,000 copies of the booklet "A Guide for Washington's Retail Stores" have been distributed to grocery stores, including Korean-American owned groceries and state liquor stores throughout the state. Also, more than 20,000 servers have viewed the "Last Call" testimonial video. In addition, these training materials are provided through the LCB's website in multiple languages for new liquor applicants, servers and licensees. With nearly 35,000 servers and 3,000 licensees being trained annually, the "Last Call" video and the booklet, "A Guide for Washington's Retail Stores" are changing the behaviors of those who are on the front line dealing with alcohol consumption, by improving voluntary compliance of the public safety laws in the State of Washington.



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Department of Health - EMS Trauma Support Program (K808-09)

Project funds were used by the Department of Health (DOH) to address DUI prevention and other traffic safety issues through the eight EMS and Trauma Care Regions. Two statewide Injury Prevention & Public Education Technical Advisory Committee meetings were held. Topics included child passenger safety, motorcycle safety, motor vehicle safety, pedestrian safety, teen driving, traumatic brain injury, and media relations/working with reporters.

Alcohol intoxication has been found to be the leading risk factor for injury, according to previous research. Of the estimated 20.5 million American adults requiring emergency department care for their injuries, 27% screened positive for alcohol intoxication or dependency. A 10-minute intervention with a trained counselor (Screening, Brief Intervention and Referral, SBIR) has been shown to be highly effective at reducing subsequent alcohol use, injuries, and visits to the emergency department or hospital. Based on these findings DOH continued its efforts through this grant implementing SBIR training and support to designated trauma services throughout the state. Through this grant all 85 Designated Trauma Services received thumb drives with documents for emergency patients, examples of SBIR policy language, and myth and facts about SBIR.



Speeding



The Speeding Program was created in fiscal year 2007 to respond to the high number of serious injuries and fatalities caused by speeding on Washington roads. Two highly successful but high cost pilot projects were conducted in Pierce and Snohomish Counties in FFY 2007 to provide direction and protocols for future speeding enforcement projects. Approximately \$2 million was provided to the Speeding Program from federal 402 funds for fiscal year 2009.

The Washington State Patrol (WSP) received \$400,000 of this funding to conduct overtime patrols dedicated to speeding. This money was distributed for use to the eight WSP districts. Additional funding was provided to WSP District 8 for enforcement during the six weeks the Hood Canal Bridge was closed for repairs. District 1 also received funding to participate in a targeted speeding emphasis in Pierce County during the summer months. The WSP Aviation Unit received funding through this block grant and was

used very successfully by WSP in speeding enforcement.

Over \$500,000 of speeding funding was used for X52 (extra patrols every week) a combination of impaired driver and speeding emphasis patrols conducted in six regions around the state. Each region was composed of several county task forces which conducted speeding patrols at roughly the same time. Most of the patrols were multi-jurisdictional. This funding was used both for speeding enforcement and for media.

In addition, the Speeding Program funded three special summertime projects for a total of \$50,000. The City of Kent again requested funding to round-up street racers in the industrial area of that city. Law enforcement conducted two small scale patrols before determining that most of the racers had moved to adjoining cities. As a result, the project was less successful this year than last. Racers also appear to be communicating almost entirely by cell phone and seem to have abandoned planning

Speeding

on their websites, making it more difficult for law enforcement to track their whereabouts.

WTSC again funded a memorial emphasis on SR 97 in Klickitat County in memory of one of their deputies who had been killed on that road in July 2007. SR 97 is a two-lane curving rural road with lots of RV traffic so high-risk passing is a common problem. Deputies from both Klickitat and Yakima County Sheriffs' Offices participated in the patrols and the task force coordinator provided excellent local earned media. The emphasis again obtained significant community support for reducing speeding on this road.

Finally, during the six week closure of the Hood Canal Bridge, funding for extra enforcement was provided to the Jefferson County Sheriff's Office and the Port Townsend Police Department. Extra traffic, including truck traffic supplying stores and restaurants, was forced onto the rural roads of Jefferson County. Most of these roads are two lane and scenic with numerous places where pedestrians and

school children cross the road so the visible presence of law enforcement was very helpful in deterring traffic violations.

The Speeding Program also funded four Targeted Speeding Projects in high speed or high fatal or serious injury areas at an approximate cost of \$165,000. The City of Snoqualmie received funding to work with WSP to patrol a very high speed area of I-90 (the 100 mph club). Because of rapid development in that area and the increase in the number of commuters to Seattle and Bellevue from that area, the project was used to determine whether most of those ticketed were "local" (living in the area) or "transient" (passing through). If local, media and enforcement could be used in the future to advise drivers to slow down on that stretch of road. Law enforcement collected the zip codes of the drivers ticketed during the project. Of the over 75 zip codes collected, 11 were out-of-state. The rest, however, were from no specific area of Washington. Apparently, speeding drivers on that stretch of I-90 don't necessarily live in or commute from the City of Snoqualmie area.



Speeding

Pierce County received funding to provide extra enforcement within the rectangular area in which the original 2007 pilot project had been run. Three of the four perimeter and all the interior roads were targeted. Four local agencies and the WSP participated in the patrols. The project ran from June through September. Thus far, fatalities in the East of I-5 region have been halved - from 37 in 2009 to 18.

The Tacoma Police Department received a large grant to conduct speeding enforcement within its jurisdiction from April through September. The project targeted 84th, 72nd, 56th and 32nd Streets. Motors officers worked speeding enforcement for one hour prior to their normal shift and for two hours after, putting in 812 hours of regular time and 957 hours of overtime on those roads and citing 1420 drivers for speeds eleven miles over the posted limit. Traffic accident calls were reduced by 21%; injury accident calls were reduced by 202. Officers were very enthusiastic about this project. Community members were also extremely supportive of law enforcement efforts through their neighborhoods. Tacoma Police Department received many unsolicited newspaper articles and several lengthy television stories about the project.

The Lynnwood Police Department in Snohomish County also received a large grant to conduct speeding enforcement from February through September. Law enforcement had determined that roads passing the Alderwood Mall had exceptionally heavy and fast moving traffic. They measured the number of vehicles traveling eleven miles or more over the posted speed on Alderwood Mall Boulevard and on Alderwood Mall Parkway and the



times at which those high speeds occurred. Very aggressive enforcement targeting the times and locations of high speeds reduced the number of collisions on those two roads by 24% in 2009. The average reduction in prior years had been 3%. The number of drivers traveling 11-15 miles over the posted speed decreased by 53%. Officers worked both overtime and regular/match time during this project. Overall, they averaged 3.53 contacts per hour and 3.04 infractions per hour. Combined, they wrote over 4,000 speeding tickets during the project. This was an exceptionally well run and well evaluated project. Clearly, projects targeting high speed, high crash areas work extremely well at reducing the number of fatalities and serious injuries caused by excessive speed.

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Special Traffic Enforcement Program

Washington State seeks to maintain and improve our 96.5 percent daytime seat belt use rate and improve nighttime seat belt use with continued efforts that instill the habit of buckling up in a population that began using seat belts as a result of the adoption of the seat belt law in 1986.

To continue progress toward getting Washington motorists to buckle up, Washington has a comprehensive plan designed to maintain recent seat belt rate gains made up to this time and improvements in low use rate areas such as among high risk drivers and nighttime drivers. The plan includes numerous, highly-visible seat belt enforcement mobilizations that take place in conjunction with national Click it or Ticket mobilizations and that go beyond that, to include sustained enforcement patrols that keep the Click it or Ticket message alive throughout the state, and throughout the year.

Specific activities included:

- Conducted two statewide, highly-visible seat belt enforcement mobilizations, the first coincided with NHTSA's May - June, 2009 Click it or Ticket mobilization. The second statewide mobilization took place in late October and early November, 2009.
- The enforcement efforts were supported with comprehensive public information campaigns that included paid and earned media, as well as collateral support to carry forward the messaging into the community. Communications efforts were directed at the non-use population. Message materials focused on key NHTSA supported themes, such as the importance of seat belt use, the cost to the individual and society of non-use, and the activity surrounding the law enforcement efforts.
- A statewide observational survey of seat belt use was conducted in June, 2009. Smaller observational surveys of 40 locations were conducted before and after the statewide mobilizations to further determine their impact.
- Local patrols in targeted locations were organized in between the statewide mobilizations. There were supported with earned media. All enforcement efforts strictly adhered to the research-tested, Click it or Ticket best practice model.

Grant paperwork submitted by law enforcement in advance of conducting their nighttime seat belt patrols included a listing of participating personnel and the hours they intended to work. The

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only allowable use of these funds was for overtime salary (at 1.5 times the normal rate), and wages and benefits of commissioned personnel in direct support of the activity outlined in the grant proposal.

The announcement of the grant opportunity was designed to make the application process as easy as possible for the participating agencies. The announcement paperwork was made available on the WTSC web page and numerous efforts were undertaken to notify law enforcement about the availability of funds. The information was made available to law enforcement several months in advance of the campaign to give agencies enough time to process their paperwork, organize their patrols and participate in the enforcement.

Earned Media: To publicize the 2009 Click it or Ticket mobilizations, the Washington Traffic Safety Commission conducted extensive activities aimed at generating earned media coverage. These efforts will included:

- Press notifications, events and the promotion of law enforcement “ride-alongs” aimed at securing media coverage took place in all media markets prior to, during, and after the mobilizations.
- For the May, 2009 mobilization, a banner was flown behind an airplane over 13 cities and over a period of six days. Not only did this bring the Click it or Ticket message to 80% of the population of the state, but this

afforded WTSC an additional platform upon which to garner news media coverage of the patrols.

- Posters were distributed to stores where people buy alcohol to alert them to the nighttime patrols with the subtle message that people who are likely to drive impaired should make note of this extra enforcement activity. The posters will also be distributed to bars in the large population centers.
- Variable message road signs carried the message on busy roads in major cities. This type of messaging has the added benefit of no competition for the attention of the viewer and unparalleled reach and frequency.
- The enthusiasm and support of the Target Zero Community Traffic Safety Task Force Coordinators located in 24 major cities was tapped to facilitate communication about the campaign with key stakeholder populations (elected officials, emergency responders, the business community, law enforcement and others) to carry forward the reach of the campaign.
- Target Zero Task Force Coordinators enlisted the assistance of their local





business owners to put the “Click-It or Ticket” message on their community reader boards and locally-owned variable message signs.

- Law enforcement were given fliers to hand to motorists pulled over in advance of the campaign and during the campaign. This further extended the reach of the campaign. Law enforcement public information officers were called upon to extend the messaging of the campaign.
- 625 Click it or Ticket road signs across the state further extended the reach of the message.
- The Washington Department of Transportation put the Click it or Ticket message on 125 large lighted road signs visible from freeways and highways across the state.

Details of the earned media data can be found in the Communications Initiatives section of this report.

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Paid Media:

Every effort was made to procure at least one bonus media placement for each media placement purchased and in the time slot purchased. The air buy contractor audited the media buy once it was underway to ensure that placements were made in the agreed-to time and, when they weren't, the air buy firm re-negotiated with the media outlet to obtain an even better placement than originally negotiated. Details of the media buys can be found in the Communications Initiatives section of this report.

Teen Click it And Ticket Project:

Another effort undertaken by WTSC involves a seat belt promotional program aimed at increasing seat belt use among teens. Piloted in the Tri Cities at Kennewick High School, the project builds on the Click it or Ticket brand with a high school based project that promotes seat belt use with positive reinforcement and peer to peer education.

Car crashes are the leading cause of death for America's teens. Teens have the highest traffic fatal rate of any age group as they have a tendency to engage in risky driving behaviors such as speeding and impaired driving. In 2002, a NHTSA-sponsored study of seat belt use (with a sample size of 50,000 nationwide) determined that the lowest seat belt use of any category was teens ages 16 - 20.

The evaluation of the Kennewick High School project determined that it raised seat belt use among the school population from 81% to 96% and an observational survey conducted three months after the end of the project found that seat belt use had remained high (95%).

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Here's how the project works: Target Zero Community Traffic Safety Task Force Coordinators conduct the project with high school Leadership Program students and Advisors. The project is meant to be a mirror image of the real Click it or Ticket project. Teens develop a "traffic ticket" with their school logo and positive messages about the importance of buckling up. On the day of the intervention, Leadership Program students greet their fellow teens who drive onto the school grounds buckled up with this "ticket" which they redeem for candy and it's a raffle ticket. If they sign their name they can enter the raffle. The school principal, during morning announcements that include announcements about the importance of buckling up, announces the raffle winner who then gets a \$124 debit card. In Washington, a seat belt ticket costs \$124 - another reminder about the importance of buckling up.

Local law enforcement also participate in the project. They assist the students in identifying unbuckled motorists and position their law enforcement vehicles near the entrance to the school property to increase the visibility and student chatter about the project.

A research project can accompany this "Click it And Ticket" project. If students take on the research, they collaborate to conduct a seat belt survey before and after their four project interventions. In this way, they learn first hand that their educational efforts have had the beneficial impact of raising seat belt use. The surveys also serve to raise awareness about the project among the student body. Leadership students



take on other seat belt promotional activities such as putting posters up around the school, asking teachers to add traffic safety components to their classroom instruction and encouraging announcements by the principal.

In addition to getting experience with behavioral research, students get experience working with the media. About three or four students from the Leadership class are assigned the job of being public information officers for the project. They get coached on how to conduct media interviews and they do the interviews. Students have been interviewed on T.V., by the print media and live on radio programs. The project has received two "front page, top-of-

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the-fold” articles in daily newspapers in Kennewick and Aberdeen. After the successful Kennewick pilot project, the following schools conducted Click it And Ticket projects: Kennewick (a second year in a row), Pasco, Mabton, Naches, Wishkah, North Beach, Westport, Elma, Hoquiam, Aberdeen, Montesano, Tenino, Monroe, Sultan, Snohomish and Wenatchee High School.

Funded with 2011 funds:

The Washington Traffic Safety Commission Pilot Project to Motivate Parents to Comply with Washington’s Child Car Seat Law.

Under Washington law, people who transport children are required to adhere to the following basic rules to protect children in the event of a crash:

- infants (up to about one year of age) are required to ride in rear-facing infant seats
- small children (roughly age one to four) must ride in child car seats with the five-point harness
- older children (up to age eight or 4’9” tall) must ride in booster seats and
- children up to age 13 must ride in the back seat where it is practical to do so (RCW RCW 46.61.687)

The goal of the WTSC Child Car Seat Project funded with 2011 funds is to test the feasibility of applying the successful Click it or Ticket (CIOT) Project model to another area of occupant protection: the protection of children. The Click it or Ticket Project, adopted in 2002 by WTSC, raised seat belt use from about 80%, where it had remained for the six previous years, to the mid-90’s (the latest figure:

95.6%), where it has remained since the adoption of the project and Washington’s primary enforcement seat belt law. As a model for changing driver behavior, it has seen unparalleled success. The model uses enforcement and publicity about the enforcement (rather than educational, coaching messages) to motivate behavior change. Its application has been used successfully in other traffic safety arenas, in the battle against impaired driving, and to reduce aggressive driving around large trucks.

NHTSA research shows that when parents buckle up, they are more likely to buckle up their kids. Prior to the adoption of the Click it or Ticket Project, there were on average 15 children (age 8 and younger) killed in Washington collisions each year (1994 -2002). After Click it or Ticket, the number dropped 36% to 10 children killed (on average) each year (2003-2008), so a total savings of 30 child lives during this span of time while the number of children in this population group increased 1% over this same time period.



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Every day in the US, on average five children (age 14 and younger) are killed and 548 are injured in motor vehicle crashes (according to 2007 figures). Nationwide, an average of 40.3% of child passengers killed in traffic crashes in 2006 & 2007 were completely unrestrained (NHTSA, 2007, Traffic Safety Facts: Occupant Protection). Washington's track record is 10% better than the national average. In Washington, 32.3% of child passengers killed in traffic crashes (between 2003 and 2007) were completely unrestrained (WA FARS).

Child car seats reduce the risk of injury by about 71% for infants and 54% for toddlers. Between 1975 and 2007, NHTSA

estimates that child car seats saved the lives of 8,709 children.

In Washington there are Community-based Traffic Safety Task Force Programs operating in 23 cities and counties across the state. The implementation of the Child Car Seat Project began with a search for Coordinators who had strong child passenger safety programs and, ideally, programs that included law enforcement patrols. Two programs in the state were identified based on feedback from the Washington Safety Restraint Coalition (SRC), WTSC's grant-funded child passenger safety program; these programs were located in Grant County and Wenatchee. These two coordinators

Washington Vehicle Occupant Injuries for Ages 0-8					WA Population ³
Year	Fatality ¹	Serious Injury ²	Evident Injury ²	Possible Injury ²	Age 0-8
1994	19	*	*	*	728,272
1995	15	*	*	*	734,562
1996	12	*	*	*	741,231
1997	18	*	*	*	746,124
1998	7	*	*	*	746,313
1999	18	*	*	*	743,441
2000	12	*	*	*	731,348
2001	19	*	*	*	730,591
2002	14	23	31	25	727,503
2003	7	21	35	24	725,514
2004	10	18	20	15	728,130
2005	16	24	22	17	734,907
2006	11	23	16	10	747,447
2007	6	18	20	10	761,462
2008	7	16	20	13	773,523

¹ Fatalities from FARS (download 6/9/2009). Vehicle occupants include vehicle body types < 80.

² Injuries from WSDOT Collision DataMart (download 8/31/2009). Injuries unavailable prior to 2001 and vehicle type unavailable prior to 2002.

³ Population data source: OFM <http://www.ofm.wa.gov/pop/stfc/>

STATE POPULATION BY AGE AND SEX: 1970 - 2030 FROM NOVEMBER 2008 FORECAST
Contains 1991-1999 Intercensal Estimates Developed in 2002. Updated 11/10/2008.

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were recruited to manage Child Car Seat Click it or Ticket (CCS/CIOT) projects. The aim was to have three pilot projects developed and implemented in the FY 2008/09 budget year. The third project selected was operated by the Spokane County Public Health Department.

In the early months of the project additional federal grant funds (NHTSA) were identified by WTSC and, with WTSC's assistance, the three selected CCS project coordinators were encouraged to apply for the federal funds. As a result, the Wenatchee Program Coordinator obtained a \$210,000 grant that more

than adequately paid for her pilot project. This freed up funds for a fourth project and thus Grays Harbor was selected for a project location. Project Coordinator Susan Bradbury from Grays Harbor was selected due to her strong track record managing the seat belt CIOT program. Susan faced several obstacles: she was not a trained child passenger safety technician; the only technicians available in her area were too elderly to do child car seat checks and none existed among her law enforcement. All of these obstacles were overcome by Susan during the first year of her project.

Developing child car seat-focused law enforcement patrols.

After an initial organizational meeting of the project coordinators, project agreements were drawn up and signed by each of them. The agreements spelled out the requirements for obtaining WTSC funds for the projects. Some project funds (\$4000) were set aside for the purchase and distribution of child car seats for low income people.

A radio commercial was developed for the project and localized by the project coordinators who arranged for their local chiefs of police to voice the tag for the commercial. Using the same script, a T.V. ad was developed, and law enforcement in Grays Harbor developed their own T.V. ad. Spanish language PSAs were also developed as there are large populations of Spanish speakers and newly immigrated Mexicans in the areas where the projects took place. Air buy purchases were made to get the commercials on the air, and earned media support was also provided.



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Other educational opportunities discovered by Team Leaders included messages sent out via local doctors, health clinics, farm worker clinics and welfare offices. In addition, the enforcement patrols were publicized with rented variable message road signs, orange “pop up” signs, as well as posters and fliers sent out to parents prior to the patrols.

Many of the patrols were positioned near grade schools, hence communication via the grade school populations was also key. These included notices via the grade school newsletter, fliers sent home with children, and posters at the schools.

The law enforcement agencies participating included:

Covering the Grant County area, participating agencies were the Grant County Sheriff, Moses Lake Police Department, WSP in Grant County, as well as the Quincy, Ephrata, Othello and Warden police departments. Covering the Spokane County area were the Spokane Police Department, the Spokane County Sheriff and Liberty Lake Police Department. Covering the Grays Harbor area were the Montesano, Elma, Aberdeen, Hoquiam and Ocean Shores police departments, as well as the Grays Harbor County Sheriff’s Office.

The public relations for the project was facilitated by an earned media contractor who works on contract for WTSC. This resulted in extensive earned media for the patrols. Reporters were encouraged to come to the schools where the patrols were taking place and efforts were



undertaken to make it easy for the media to cover the patrols.

In January, 2009, prior to the first project mobilization (which took place in February), observational surveys of child car seat use were conducted in all four of the project areas (Spokane, Grant and Grays Harbor and Wenatchee), as well as a control site (Bellingham). Researchers selected a cross-representative sample

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of locations where parents with children were likely to congregate (parks, grocery stores and gas stations). Researchers observed parents driving into the store parking lots and noted the position of the children in the vehicles. When parents exited the vehicles, the researchers asked the parents the ages of their children and noted which types of child car seats the children were riding in.

A total of 1,328 children (ages 12 and younger) were observed. Researchers found that 25% (or 332) were not correctly buckled up. Among them:

- 25 were not restrained at all;
- 243 were in seat belts (when they should have been in a child restraint), among this group 64 were in booster seats when they should have been in child car seats.
- 8% were riding in the front seat when WA law requires all children up to age 13 to ride in the back seat.

Follow up observational surveys were also conducted and the results are still being analyzed.

Law enforcement officers do not write many tickets for violations of the child car seat law (RCW 46.61.687). Given that there are about 40,000 tickets written each year for having no seat belt on, in 2007 there were only 6,433 tickets written for violations of the child car seat law and that still represents a five-fold increase over the year 2000 when there were only 1,215 tickets written for violations of the child car seat law. (Data supplied by the Office of the Administrator for the Courts.)

Local level Project Leaders had to overcome resistance among their law enforcement to writing tickets for child car seat law violations. Officers were reluctant to ticket parents for allowing children to ride in the front seat when the child was under age 13 and they were reluctant to cite parents for having children in child car seats that were not correct for their height and weight. Project Leaders developed and implemented educational training programs for law enforcement that helped overcome these barriers. The trainings focused on the following key themes:

- 1 Washington's child car seat law
- 2 Ways to conduct patrols aimed at identifying child car seat law violators
- 3 Barriers to enforcement
- 4 Crash data as it applies to child passenger safety and the injury reduction benefit of correct child car seat use.
- 5 Grant funding and ticket collection requirements for the patrols.



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Project Leaders worked with their law enforcement to identify good locations for the patrols, they also collected the ticket data and assisted with the filling out of grant reimbursement paperwork. Two mobilization time periods were identified: February and July. The patrols and publicity followed those time frames.

Evaluation:

The project is currently undergoing a rigorous evaluation with the assistance of WTSC research evaluator Kristal Rust. The follow up observational surveys were collected and are being analyzed in light of changes among motorists to comply with the child car seat law.

The desired outcomes of the Project include:

- 1 Improved use (and improved correct use) of child car seats.
- 2 Increased enforcement of WA's child car seat law by law enforcement.
- 3 Greater awareness and understanding of WA's child car seat law by parents of young children.
- 4 Increased awareness among parents of the additional local enforcement of the child car seat law.
- 5 The development of a project that can be replicated in other areas of the state at a lesser cost.

Also funded with 2011 funds:

Activities undertaken by the Safety Restraint Coalition to promote better correct use of child car seats through parent education.

Child passenger safety technicians, CPS Teams and Safe Kids Coalition members checked the safety of 3,243 children's



car seats during this project year. 849 car seats and boosters were provided to low-income families and advocates spent more than 2,195 hours involved in child passenger safety activities during FY08.

Working with Washington's Community Task Forces, Safe Kids Coalitions, Harborview Injury Prevention Center, and sponsoring organizations such as State Farm Insurance, we supported child passenger safety advocates and technicians, coordinated activities via telephone, email and personally, and we attended meetings and local events. With grant funding from WTSC, the Safety Restraint Coalition (SRC) purchases and distributes child restraints, brainstorms and furnishes technical expertise for community child passenger safety leaders developing educational materials and outreach campaigns. We provide short updates, share what we learn at national meetings, provide information and instructions for new restraint equipment, troubleshoot challenging restraint questions they confront in their communities, provide the required signoffs of instructor-observed car seat installations that are needed to recertify, and attend community events.

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To support Child Passenger Safety Week the SRC encouraged local participation in NHTSA's National Seat Check Saturday. We provided checkup materials, collected and submitted the results of the project, and we celebrated the successes of the Lower Columbia, Okanogan, Clark, Grant and Pierce County Safe Kids Coalitions and the Bellingham, Clallam and Chelan-Douglas CPS Teams who participated. South King County did a particularly spectacular Safe and Sound Event on September 24th which combined a Custom Fit Bike Helmet Sale with a child car seat checkup event. They collected new and used child car seats, children's equipment and diapers for families in need and held a recycling event where unusable car seats were sent to a recycling center in Portland. We worked with our program manager and media consultants to promote Child Passenger Safety Week in a series of radio and television interviews. Reporters were interested in discussing numerous child passenger safety issues. For some it was the law, others what boosters do, while two felt their viewers would be interested in how children could be

transported safely in other vehicles such as ambulances and school buses. More than 48,600 educational materials were provided to advocates, agencies, caregivers and the public. These are in addition to those that are hand delivered, or distributed at workshops and training classes.

The www.800BUCKLUP.org website was restructured with new top, side and foot navigation menus. Care was taken to assure the visitors are still able to easily access and print copies of the most popular content, such as the requirements of Washington's seat belt and child restraint laws; links to child passenger safety requirements in other states; and car seat laws in other countries. Now visitors are encouraged to report unbuckled children from the 'laws' page. Visitors are still be able to find fitting stations and key child passenger safety contacts by county.

Clicking a link to an outside page opens a new browser window making it easy to return to our site. Photos rotate on the homepage and a new "Did you know?" tab has been added on the right to draw attention to a series of child passenger safety facts. Other sites are now able to link not just to the home page but directly to an individual item such as recall lists, materials, laws, etc. Technicians have their own section which provides links to major resources, to the certification sites, and to continuing education opportunities.

The toll-free Resource and Reporting Telephone Line logged 3,551 calls this year totaling 167 hours of use. This is in

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addition to calls received and returned on the four lines used daily to problem solve and assist parents and advocates.

- 166 letters were sent to vehicle owners whose vehicles were reported as transporting unbuckled children.
- We also responded to email inquiries from both the 800BUCKLUP.org and boosterseat.org websites.

NHTSA released an updated 8-hour Renewal Course in June and, knowing we had many technicians who had allowed their certification to lapse, we immediately scheduled a Renewal Course for September the day after our statewide Occupant Protection Conference. In that course 16 technicians were able to regain their certification without retaking the entire (32-Hour) Recertification Course again. Other local communities plan to offer small courses for their technicians on an as-needed basis. Chelan-Douglas, Snohomish and Clallam county teams have indicated that they will or already have planned Renewal Courses for their areas.

To assist technicians in staying up to date with the changing car seat and motor vehicle technology, four one-day Tech Deck training workshops were held throughout the state. We also developed and held two 8-hour Training Workshops. These workshops provided a total of 79 technician advocates from across the state with updated information on new restraint technology, motor vehicle death and injury data, and cutting edge research from Children's Hospital of Philadelphia on the value of rear-facing restraints for children ages 13-23 months.

In Washington, emphasis is moving away from offering large numbers of Certification Courses to assuring that those wishing to attend certification training (and their supervisors) understand the commitment required to maintain certification skills and to provide assistance to parents. Snohomish and Pierce counties required people wishing to be certified to attend a 2-hour meeting to learn more about the process and the community's expectations of their involvement in providing assistance to families in their area. Courses were scheduled for areas of the state such as Lewis and Thurston counties where they are rebuilding the technician base. Over the course of the year we trained 80 new technicians.



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Date	Team	Event	Location Type	# Seats Checked	Volunteer Hours	Seats Distributed	# Seats Loaned	# Trained	# Contacts
Jan-09	Asotin	By appt	Asotin Health District	2	0.7	1			
Feb-09	Asotin	By appt	Asotin Health District	4	1.3	1			
Mar-09	Asotin	By appt	Asotin Health District	3	1.0				
Apr-09	Asotin	By appt	Asotin Health District	4	1.3	2			
May-09	Asotin	By appt	Asotin Health District	6	2.0	36			
Jun-09	Asotin	By appt	Asotin Health District		0.0	3			
Jul-09	Asotin	By appt	Asotin Health District	3	1.0	5			
Aug-09	Asotin	By appt	Asotin Health District	4	1.3				
Aug-09	Asotin	By appt	Asotin Health District	4	1.3	10			
Sep-09	Asotin	By appt	Asotin Health District	4	1.3	2			
05/15/09	Asotin	CSSI Event	Holy Family School	13	7.0				
Jan-09	Asotin	By appt	ST. Joseph Regional	7	2.3				
Apr-09	Asotin	By appt	ST. Joseph Regional	3	1.0				
May-09	Asotin	By appt	ST. Joseph Regional	3	1.0				
Jan-Mar 09	Asotin	By appt	ST. Joseph Regional	4	1.3	6			
		By appt			0.0				
Oct-08	Bellevue	By appt	AAA	3	1.0				
Nov-08	Bellevue	By appt	AAA	12	4.0				
Dec-08	Bellevue	By appt	AAA	14	4.7				
Jan-09	Bellevue	By appt	AAA	9	3.0				
Feb-09	Bellevue	By appt	AAA	4	1.3				
Jul-05	Chelan-Douglas	By appt	various	40	13.3				
Mar-09	Ciallam	CSSI Event	Car Seat Clinic DOT Forks	12	4.0	4			
Oct-08	Ciallam	By appt	Ciallam Co Health Dept - Forks	19	17.5	14			
Nov-08	Ciallam	By appt	Ciallam Co Health Dept - Forks	10	9.0	7			
Dec-08	Ciallam	By appt	Ciallam Co Health Dept - Forks	7	6.0	5	2		
Jan-09	Ciallam	By appt	Ciallam Co Health Dept - Forks	15	6.5	8			
Feb-09	Ciallam	By appt	Ciallam Co Health Dept - Forks	9	5.5	5			
Jan-09	Ciallam	By appt	Forks	5	4.0	5			
Feb-09	Ciallam	By appt	Forks	4	3.0	4			
Mar-09	Ciallam	By appt	Forks	2	2.0	2			
Apr-09	Ciallam	By appt	Forks	2	2.0	2			
May-09	Ciallam	By appt	Forks	1	1.0	1			
Jun-09	Ciallam	By appt	Forks	2	2.0	2			
Jul-09	Ciallam	By appt	Forks	1	2.0	1			
Aug-09	Ciallam	By appt	Forks	4	2.0				
Oct-Nov-08	Ciallam	By appt	Forks		2.0	4			
Dec-08	Ciallam	Child Birth Class	OMC 6 couples attended .5 hr presentation .5 hr questions		1.0			6	
02/10/09	Ciallam	Child Birth Class	OMC 6 couples attended .5 hr presentation .5 hr questions		1.0			6	
09/19/09	Ciallam	CSSI Event	Ruddell Auto Mall Port Angeles Fire Dept.	11		5			
Jun-09	Ciallam	CSSI	Sequim	14	11.0	2			
May-09	Ciallam	CSSI	Sequim Kids Fair	25	26.0	2			
Oct-08	Ciallam	By appt	Sequim Police Dept	8	4.0	4			
Nov-08	Ciallam	By appt	Sequim Police Dept	8	5.0	2			
Dec-08	Ciallam	By appt	Sequim Police Dept	4	2.0	2			
Jan-09	Ciallam	By appt	Sequim Police Dept	3	2.0	3			
Feb-09	Ciallam	By appt	Sequim Police Dept	3	2.5		2 loaned		
Mar-09	Ciallam	By appt	Sequim Police Dept	2	1.0	1			
Jul-09	Ciallam	By appt	Sequim Police Dept	4	1.3	2	11 loaned		
Aug-09	Ciallam	By appt	Sequim Police Dept	6	2.0	3	9 loaned		
Sep-09	Ciallam	By appt	Sequim Police Dept	11	3.7	7	2 loaned		
10/18/08	Ciallam	CSSI Event & Safety Fair Booth	Sequim Police Dept Community Safety Fair	17	6.5	3			
Mar-09	Ciallam	CSSI Event	Walmart with tech training CSSI	6	30.0				
Jan-June 09	Clark	By appt.	various	115	38.3				
03/01/09	Cowlitz	By appt.	Longview WSP	2	0.7				
				0.0					
06/11/09	Island/Skagit	By appt.	Island Hospital	4	1.3				
09/11/09	Island/Skagit	By appt.	Island Hospital	9	3.0	3			
09/13/09	Island/Skagit	CSSI Event	State Farm Safety Day Langley		0.0				
07/07/09	Island Snohomish	CSSI	Whidbey Naval Base	28	9.3				
Nov-08	Jefferson	By appt.	Jefferson Co Sheriff's Office	3	1.0				
Dec-08	Jefferson	By appt.	Jefferson Co Sheriff's Office	3	1.0				
10-1-2008 to 12-31-2008	Jefferson	By appt.	Jefferson Co Sheriff's Office	7	2.3	3			

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Date	Team	Event	Location Type	# Seats Checked	Volunteer Hours	Seats Distributed	# Seats Loaned	# Trained	# Contacts
1-1-2009 to 3-31-2009	Jefferson	By appt.	Jefferson Co Sheriff's Office	20	6.7	10			
4-1-2009 to 6/30-2009	Jefferson	By appt	Jefferson Co Sheriff's Office	14	4.7	10			
7-1-2009 to 9-30-2009	Jefferson	By appt	Jefferson Co Sheriff's Office	40	13.3	8	6 loaned		
Oct. 2008	Jefferson	By appt.	Jefferson Co Sheriff's Office	2	0.7				
03/21/09	King	Car Safe Kids Check Up Event	Children's Hospital	70	23.3				
06/27/09	King	Car Safe Kids Check Up Event	Children's Hospital	82	27.3				
08/12/09	King	Physician Training for Residents on Pediatric Rotation	Harborview & Seattle Children's Hospitals		0.0			5	
08/22/09	King	Car Safe Kids Check Up Event	Children's Hospital	84	28.0				
09/09/09	King	Physician Training for Residents on Pediatric Rotation	Harborview & Seattle Children's Hospitals		0.0			5	
10/04/08	King	Car Safe Kids Check Up Event	Evergreen Hospital	40	40.0				
10/18/08	King	Car Safe Kids Check Up Event	Evergreen Hospital	58	40.0				
11/01/08	King	Car Safe Kids Check Up Event	Evergreen Hospital	48	35.0				
03/07/09	King	Car Safe Kids Check Up Event	Evergreen Hospital	49	32.0				
04/18/09	King	Car Safe Kids Check Up Event	Evergreen Hospital	55					
05/02/09	King	Car Safe Kids Check Up Event	Evergreen Hospital	44					
06/13/09	King	Car Safe Kids Check Up Event	Evergreen Hospital	47	40.0				
07/18/09	King	Car Safe Kids Check Up Event	Evergreen Hospital	46	24.0				
09/12/09	King	Car Safe Kids Check Up Event	Evergreen Hospital	48	24.0				
04/29/09	King	CSSI	Ikea Renton Car Seat Recycling and collection of used CSS and children's equipment for WestSide Baby and Pregnancy Aid of King Co.		0.0				
01/10/09	King	WSSRC	Merry Go Round Bellevue		12.0				
10/01/08	King		CSS Class for low income families Northshore, Federal Way, Eastgate Seattle-King County Public Health		3.0	42			
Jan-09	King		CSS Class for low income families Northshore, Federal Way, Eastgate Seattle-King County Public Health		3.0	16			
Jan-09	King		CSS Class for low income families Northshore, Federal Way, Eastgate Seattle-King County Public Health		3.0	21			
Feb-09	King		CSS Class for low income families Northshore, Federal Way, Eastgate Seattle-King County Public Health		3.0	37			
Mar-09	King		CSS Class for low income families Northshore, Federal Way, Eastgate Seattle-King County Public Health		3.0	30			
Mar-09	King		CSS Class for low income families Northshore, Federal Way, Eastgate Seattle-King County Public Health		3.0	4			
Apr-09	King		CSS Class for low income families Northshore, Federal Way, Eastgate Seattle-King County Public Health		3.0	38			

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Date	Team	Event	Location Type	# Seats Checked	Volunteer Hours	Seats Distributed	# Seats Loaned	# Trained	# Contacts
May-09	King		CSS Class for low income families Northshore, Federal Way, Eastgate Seattle-King County Public Health		3.0	13			
Jun-09	King		CSS Class for low income families Northshore, Federal Way, Eastgate Seattle-King County Public Health		3.0	33			
Jul-09	King		CSS Class for low income families Northshore, Federal Way, Eastgate Seattle-King County Public Health		3.0	21			
Aug-09	King		CSS Class for low income families Northshore, Federal Way, Eastgate Seattle-King County Public Health		3.0	35			
Sep-09	King		CSS Class for low income families Northshore, Federal Way, Eastgate Seattle-King County Public Health		3.0	32			
02/07/09	King	Car Safe Kids Check Up Event	Overlake Hospital	47	32.0		1 loaned		
05/16/09	King	Car Safe Kids Check Up Event	Overlake Hospital	50	35.0				
Jan-09	King	By appt	Shoreline Police Dept	1	0.7				
Feb-09	King	By appt	Shoreline Police Dept	3	1.0				
May-09	King	By appt	Shoreline Police Dept	1	0.5				
Jul-09	King	By appt	Shoreline Police Dept	2	1.0				
Aug-09	King	By appt	Shoreline Police Dept	1	0.5				
Sep-09	King	By appt	Shoreline Police Dept	3	1.0				
Dec-08	King	By Appt.	Shoreline Police Dept.	2	0.7				
Oct-08	King	By appt	Woodinville Fire	2	0.7				
Nov-08	King	By appt	Woodinville Fire	4	1.3				
Dec-08	King	By appt	Woodinville Fire	14	4.7				
Jan-09	King	By appt	Woodinville Fire	9	3.0				
Feb-09	King	By appt.	Woodinville Fire	28	9.3				
Mar-09	King	By appt.	Woodinville Fire	16	5.3				
Apr-09	King	By appt.	Woodinville Fire	17	5.7				
May-09	King	By appt	Woodinville Fire	8	2.7				
May-09	King	By appt	Woodinville Fire	4	1.3				
Jun-09	King	By appt	Woodinville Fire	14	4.7				
Jul-09	King	By appt	Woodinville Fire	13	4.3				
Aug-09	King	By appt	Woodinville Fire	14	4.7				
Dec-09	King	By appt	Woodinville Fire	4	1.3				
Nov-08	Klickitat	By appt	Klickitat Co Health Dist		5.0	9			
Jan-09	Klickitat	By appt	Klickitat Co Health Dist	1	4.0	7			
Feb-09	Klickitat	By appt	Klickitat Co Health Dist	2	3.5	5			
Mar-09	Klickitat	By appt	Klickitat Co Health Dist	3	5.0	7			
Apr-09	Klickitat	By appt	Klickitat Co Health Dist	3	3.5	4			
April-June 09	Klickitat	By appt	Klickitat Co Health Dist	2	5.0	8			
July-Sept 09	Klickitat	By appt	Klickitat Co Health Dist	2	4.0	6			
Jan-Sept 09	Lower Columbia	by appt	various	63					
Dec-08	Okanogan	By appt	Aero Methow	1	1.0	1			
Oct-09	Okanogan	By appt	Aero Methow	1	0.8				
Dec-09	Okanogan	By appt	Aero Methow	2	1.5				
June 2009 to August 2009	Okanogan	By appt	Aero Methow	15	5.0				
09/06/09	Okanogan	Fair	Okanogan County FairEducational Booth		8.0				52 contacts
09/20/09	Okanogan	CSSI	Twisp	8	4.0				
Oct-08	Pierce	By appt.	Fire District	1	0.3				
Mar-09	Pierce	By appt	Central Pierce Fire & Rescue	3	1.0				
Apr-09	Pierce	By appt	Central Pierce Fire & Rescue	4	1.3				
May-09	Pierce	By appt	Central Pierce Fire & Rescue	2	0.7				
Jun-09	Pierce	By appt	Central Pierce Fire & Rescue	3	1.0				
Oct-08	Pierce	By appt.	Gig Harbor Fire & Medic One	11	3.7				
Nov-08	Pierce	By appt.	Gig Harbor Fire & Medic One	9	3.0				
Dec-08	Pierce	By appt.	Gig Harbor Fire & Medic One	5	1.7				
Jan-09	Pierce	By appt	Gig Harbor Fire & Medic One	5	1.7				
Feb-09	Pierce	By appt	Gig Harbor Fire & Medic One	5	1.7				
Mar-09	Pierce	By appt	Gig Harbor Fire & Medic One	5	1.7				
Apr-09	Pierce	By appt	Gig Harbor Fire & Medic One	9	3.0				
May-09	Pierce	By appt	Gig Harbor Fire & Medic One	3	1.0				
Aug-09	Pierce	By appt	Gig Harbor Fire & Medic One	11	3.7				
June - July 2009	Pierce	By appt	Gig Harbor Fire & Medic One	12	4.0				
Sep-09	Pierce	By appt.	Gig Harbor Fire Dept	8	2.7				
11/01/08	Pierce	Fit Station	Mary Bridge	7	2.3				
11/01/08	Pierce	Fit Station	Mary Bridge	11	3.7				
11/01/08	Pierce	Fit Station	Mary Bridge	11	3.7				

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Date	Team	Event	Location Type	# Seats Checked	Volunteer Hours	Seats Distributed	# Seats Loaned	# Trained	# Contacts
11/12/08	Pierce	Fit Station	Mary Bridge	15	5.0				
12/01/08	Pierce	Fit Station	Mary Bridge	10	3.3				
12/01/08	Pierce	Fit Station	Mary Bridge	5	1.7				
12/16/08	Pierce	Fit Station	Mary Bridge	2	0.7				
01/06/09	Pierce	Fit Station	Mary Bridge	16	5.3				
01/13/09	Pierce	Fit Station	Mary Bridge	10	3.3				
01/20/09	Pierce	Fit Station	Mary Bridge	20	6.7				
01/27/09	Pierce	Fit Station	Mary Bridge	8	2.7				
02/02/09	Pierce	Fit Station	Mary Bridge	27	9.0				
02/10/09	Pierce	Fit Station	Mary Bridge	23	7.7				
02/17/09	Pierce	Fit Station	Mary Bridge	15	5.0				
02/24/09	Pierce	Fit Station	Mary Bridge	7	2.3				
02/27/09	Pierce	Fit Station	Mary Bridge	4	1.3				
03/03/09	Pierce	Fit Station	Mary Bridge	10	3.3				
03/10/09	Pierce	Fit Station	Mary Bridge	10	3.3				
03/17/09	Pierce	Fit Station	Mary Bridge	10	3.3				
03/24/09	Pierce	Fit Station	Mary Bridge	6	2.0				
03/31/09	Pierce	Fit Station	Mary Bridge	21	7.0				
06/30/09	Pierce	Fit Station	Mary Bridge	12	4.0				
06/15/09	Pierce	By appt	Mary Bridge	2	0.7				
07/07/09	Pierce	Fit Station	Mary Bridge	25	8.3				
08/06/09	Pierce	By appt	Mary Bridge	2	0.7				
10/28/08	Pierce	Fit Station	Mary Bridge Fitting Station	10	3.3				
04/07/09	Pierce	Fit Station	Mary Bridge Fitting Station	11	3.7				
04/14/09	Pierce	Fit Station	Mary Bridge Fitting Station	10	3.3				
04/21/09	Pierce	Fit Station	Mary Bridge Fitting Station	19	6.3				
04/28/09	Pierce	Fit Station	Mary Bridge Fitting Station	6	2.0				
05/05/09	Pierce	Fit Station	Mary Bridge Fitting Station	10	3.3				
05/12/09	Pierce	Fit Station	Mary Bridge Fitting Station	10	3.3				
05/19/09	Pierce	Fit Station	Mary Bridge Fitting Station	14	4.7				
05/26/09	Pierce	Fit Station	Mary Bridge Fitting Station	14	4.7				
06/02/09	Pierce	Fit Station	Mary Bridge Fitting Station	20	6.7				
06/09/09	Pierce	Fit Station	Mary Bridge Fitting Station	17	5.7				
06/23/09	Pierce	Fit Station	Mary Bridge Fitting Station	7	2.3				
06/25/09	Pierce	By appt	Mary Bridge Fitting Station	2	0.7				
07/01/09	Pierce	By appt	Mary Bridge Fitting Station	1	0.3				
07/14/09	Pierce	Fit Station	Mary Bridge Fitting Station	18	6.0				
07/21/09	Pierce	Fit Station	Mary Bridge Fitting Station	21	7.0				
07/28/09	Pierce	Fit Station	Mary Bridge Fitting Station	8	2.7				
08/04/09	Pierce	Fit Station	Mary Bridge Fitting Station	7	2.3				
08/11/09	Pierce	Fit Station	Mary Bridge Fitting Station	11	5.0				
08/18/09	Pierce	Fit Station	Mary Bridge Fitting Station	13	4.0				
08/25/09	Pierce	Fit Station	Mary Bridge Fitting Station	8	2.0				
09/01/09	Pierce	Fit Station	Mary Bridge Fitting Station	22	3.0				
09/08/09	Pierce	Fit Station	Mary Bridge Fitting Station	12	4.0				
09/15/09	Pierce	Fit Station	Mary Bridge Fitting Station	14	3.0				
09/22/09	Pierce	Fit Station	Mary Bridge Fitting Station	13	4.0				
09/29/09	Pierce	Fit Station	Mary Bridge Fitting Station	10	3.0				
10/07/09	Pierce	Fit Station	Mary Bridge Fitting Station	7	2.3				
10/14/09	Pierce	Fit Station	Mary Bridge Fitting Station	10	3.3				
10/22/09	Pierce	Fit Station	Mary Bridge Fitting Station	26	8.7				
11/01/08	Pierce	By appt.	Pierce Co Central Fire & Rescue	3	1.0				
12/01/08	Pierce	By appt.	Pierce Co Central Fire & Rescue	2	0.7				
02/01/09	Pierce	By appt.	Pierce Co Central Fire & Rescue	1	0.3				
08/01/09	Pierce	By appt.	Pierce Co Central Fire & Rescue	1	0.3				
07/22/09	Skagit	Training	CPS Awareness Class Skagit 911 Center 9-1 for DSHS Transporters, WIC, Fire/EMS, Police, etc.		0.0				
03/11/09	Skagit	Training	CPS Awareness Class Skagit 911 Center 10-2:30 for DSHS Transporters, WIC, Fire/EMS, Police, etc.		0.0				
08/06/09	Skagit	Event	Splashtacular Educational Event 12-3		0.0				
Sep-08	Skagit Co	By appt.	Mount Vernon Fire Dept	2	0.7				
Oct-08	Skagit Co	By appt.	Mount Vernon Fire Dept	2	0.7				
Nov-08	Skagit Co	By appt.	Mount Vernon Fire Dept	4	1.3				
Dec-08	Skagit Co	By appt.	Mount Vernon Fire Dept	3	1.0				
Jan-09	Skagit Co	By appt.	Mount Vernon Fire Dept	1	0.3				
Feb-09	Skagit Co	By appt.	Mount Vernon Fire Dept	2	0.7				
Jun-09	Skagit Co	By appt.	Mount Vernon Fire Dept	1	0.3				
Jul-09	Skagit Co	By appt.	Mount Vernon Fire Dept	1	0.3	6	2 loaned		
05/12/09	Skagit Co	Meeting	Safe Kids & CPS Team Meeting		0.0				
06/26/09	Skagit Co	By appt.	SCAA		0.0	10			
09/22/09	Skagit Co	By appt.	SCCAA	2	0.7	2			

Occupant Protection

Date	Team	Event	Location Type	# Seats Checked	Volunteer Hours	Seats Distributed	# Seats Loaned	# Trained	# Contacts
Oct-08	Skagit Co	By appt.	Skagit EMS & WIC	16	5.3		4 loaned		
Nov-08	Skagit Co	By appt.	Skagit EMS & WIC	21	7.0	2			
Dec-08	Skagit Co	By appt.	Skagit EMS & WIC	10	3.3	6			
Jan-09	Skagit Co	By appt.	Skagit EMS & WIC	8	2.7	15			
Feb-09	Skagit Co	By appt.	Skagit EMS & WIC	13	4.3	7			
Mar-09	Skagit Co	By appt.	Skagit EMS & WIC	2	0.7	7			
Apr-09	Skagit Co	By appt.	Skagit EMS & WIC	13	4.3	9			
May-09	Skagit Co	By appt.	Skagit EMS & WIC	21	7.0	17			
Jun-09	Skagit Co	By appt.	Skagit EMS & WIC	11	3.7				
Jul-09	Skagit Co	By appt.	Skagit EMS & WIC	11	3.7	5			
Aug-09	Skagit Co	By appt.	Skagit EMS & WIC	4	1.3	1			
Sep-09	Skagit Co	By appt.	Skagit EMS & WIC	13	4.3	3			
09/25/09	Skagit Co	By appt.	Skagit EMS & WIC	12	4.0	11			
Jan-09	Skagit Co	By appt.	Skagit Valley Hospital	3	1.0				
Feb-09	Skagit Co	By appt.	Skagit Valley Hospital	2	0.7				
Mar-09	Skagit Co	By appt.	Skagit Valley Hospital	7	2.3				
Apr-09	Skagit Co	By appt.	Skagit Valley Hospital	14	4.7	8			
06/18/09	Skagit Co	By appt.	Skagit Valley Hospital	2	0.7				
08/21/09	Skagit Co	CSSI Event	Skagit Valley Hospital 12-2						
09/18/09	Skagit Co	CSSI Event	Skagit Valley Hospital 12-2						
07/31/09	Skagit Co	Meeting	Technician Meeting 7 attendees						
09/27/09	Skagit Co	CSSI Event	United General Hospital 10-2						
08/16/09	Skagit Co	CSSI Event	Wal-Mart 10-2						
08/01/09	Skagit Co	Class	WIC Class at Community Action Council 2-4						
06/20/09	Skagit Co	By appt.	YMCA	18	6.0	8			
Apr-June 09	Snohomish	CSSI	by appt and events	559	186.3				
Jan-Mar 09	Snohomish	CSSI	by appt and events	524	174.7				
Oct-Dec 08	Snohomish	CSSI	by appt and events	363	121.0				
04/18/09	Snohomish	CSSI Event	Cascade Valley Hospital Health Fair at Arlington High School 9-3						
05/23/09	Snohomish	Educational Event	Cub Scout Patch Event Roy Robinson Chevrolet 9-12						
05/02/09	Snohomish	Booth	Educational booth on CPS and vehicle for demonstration of LATCH						
Jun-09	Snohomish	Media Contact	Filler ad Is your child ready for a seatbelt? filler ad ran in Everett Herald at a rate of \$2500 in full color						
03/10/09	Snohomish	CSSI Event	Kmart in Marysville 1-3						
06/20/09	Snohomish	CSSI	Lake Stevens 10-3	8	2.7				
09/24/09	Snohomish	CSSI	Snohomish Kohl's 11-2						
09/08/09	Snohomish	Meeting	Technician Meeting						
05/12/09	Snohomish	Meeting	Technician Meeting 11 attendees						
02/10/09	Snohomish	Meeting	Technician Meeting Monroe Police Dept 8 attendees		16.0				
06/09/09	Snohomish	CSSI							
Oct-08	Spokane	By appt	AAA	8	2.7	1			
Nov-08	Spokane	By appt	AAA	8	2.7				
Dec-08	Spokane	By appt	AAA	9	3.0				
Jan-09	Spokane	By appt	AAA	6	2.0				
Feb-09	Spokane	By appt	AAA	10	3.3				
Mar-09	Spokane	By appt	AAA	14	4.7				
Apr-09	Spokane	By appt	AAA	16	5.3				
May-09	Spokane	By appt	AAA	2	0.7				
05/02/09	Spokane	CSSI	Albertson's on Liberty Lake Rd 10-2	48	52.0	5			
12/11/08	Spokane	Meeting	Annual Injury Prevention Meeting						
09/19/09	Spokane	CSSI	Babies R Us on Division 10-2						
05/23/09	Spokane	CSSI	BiMart in Cheney 10-2						
08/15/09	Spokane	CSSI	Dishman Dodge on Sprague 10-2						
05/14/09	Spokane	CSSI	Fairchild Air Force Base						
05/21/09	Spokane	Safety Fair	Fairchild Air Force Base						
09/15/09	Spokane	CSSI	Fairchild Air Force Base						
01/24/09	Spokane	CSSI	George Gee Chevrolet	19	80.0	5			
11/19/08	Spokane	Safety Fair	Gymboree		2.5				
07/16/09	Spokane	CSSI	Home Depot Liberty Lake 10-2						
04/11/09	Spokane	CSSI	Kmart on Division 10-2	13	4.3				
06/13/09	Spokane	CSSI	Kmart on Division 10-2						
06/26/09	Spokane	CSSI	Opportunity Pres Church on Pines 10-2						
01/27/09	Spokane	Meeting	Safe Kids & CPS Team Meetings						
02/24/09	Spokane	Meeting	Safe Kids & CPS Team Meetings						
03/24/09	Spokane	Meeting	Safe Kids & CPS Team Meetings						
04/28/09	Spokane	Meeting	Safe Kids & CPS Team Meetings						
05/26/09	Spokane	Meeting	Safe Kids & CPS Team Meetings						
06/23/09	Spokane	Meeting	Safe Kids & CPS Team Meetings						
07/28/09	Spokane	Meeting	Safe Kids & CPS Team Meetings						

Occupant Protection

Date	Team	Event	Location Type	# Seats Checked	Volunteer Hours	Seats Distributed	# Seats Loaned	# Trained	# Contacts
08/25/09	Spokane	Meeting	Safe Kids & CPS Team Meetings						
09/22/09	Spokane	Meeting	Safe Kids & CPS Team Meetings						
04/25/09	Spokane	CSSI	Shop Ko on Newport Highway 10-2	78	68.0	2			
07/11/09	Spokane	CSSI	Shopko on Regal 10-2						
Oct-08	Spokane	By appt	Shriner's Hospital	6	2.0				
Nov-08	Spokane	By appt	Shriner's Hospital	3	1.0				
Dec-08	Spokane	By appt.	Shriner's Hospital	3	1.0				
01/01/09	Spokane	By appt.	Shriner's Hospital	11	3.7				
Feb-09	Spokane	By appt	Shriner's Hospital	12	12.3				
Jun-09	Spokane	By appt	Shriner's Hospital	4	3.3				
Oct-09	Spokane	CSSI	Shriner's Hospital	7	5.5				
02/21/09	Spokane	By appt	Spokane Regional Health District	45	60.0	7			
08/29/09	Spokane	CSSI	Walmart in Airway Heights 10-2						
03/21/09	Spokane	CSSI	Wendle Nissan 10-2						
Apr-09	Stevens	By appt.	Stevens Co Fire	1	0.3				
Jun-09	Stevens	By appt	Stevens Co Fire	1	0.3				
Jun-09	Stevens	By appt	Stevens Co Fire	1	0.3				
Jun-09	Stevens	By appt	Stevens Co Fire	1	0.3				
09/12/09	Thurston	By appt	East Olympia Fire Dept Station 64						
05/16/09	Thurston	By appt	Lacey Fire Dept Station 31 Fun Fair						
02/14/09	Thurston	By appt	McLane Fire Dept						
03/14/09	Thurston	By appt	Rochester Fire Dept						
04/11/09	Thurston	By appt	Tenino Fire Dept						
06/13/09	Thurston	By appt	Toys R Us on Cooper Pt Rd						
07/11/09	Thurston	By appt	Toys R Us on Cooper Pt Rd						
08/08/09	Thurston	By appt	Toys R Us on Cooper Pt Rd						
	Yakima	by appt	various	14	4.7				
	WA State	CSSI	at cert class	24	8.0				
01/28/09	WA State	Meeting	WA State Safe Kids Advisory Committee Meeting		0.0				
Feb-09	Walla Walla	By appt	CSSIS	3	1.0	2			
Mar-09	Walla Walla	By appt	CSSIS	3	1.0	3			
Apr-09	Walla Walla	By appt	CSSIS	2	0.7	6			
May-09	Walla Walla	By appt	CSSIS	6	2.0	2			
Jan-09	Walla Walla	By appt	Family Medical Center	4	1.3	4			
Mar-09	Walla Walla	By appt	Family Medical Center	4	1.3				
Apr-09	Walla Walla	By appt	Family Medical Center		0.0	3			
Jun-09	Walla Walla	By appt	Family Medical Center		0.0	16			
Oct-09	Walla Walla	By appt	Family Medical Center	5	1.7	5			
Nov-09	Walla Walla	By appt	Family Medical Center	1	0.3	1			
Dec-09	Walla Walla	By appt	Family Medical Center	2	0.7	2			
Mar-09	Walla Walla	By appt	Walla Walla County Task Force	4	1.3	4			
Jan-Feb 09	Walla Walla	By appt	Walla Walla County Task Force	17	5.7	9			
09/12/09	Whatcom	CSSI	Safety Fair haggen's Grocery in Ferndale						
Sep-08	Asotin	By appt	Asotin Co Health Dept.			1			
Oct-Dec-08	Asotin	By appt	Asotin Co Health Dept.	5	1.0	9			
March 08-Sept 08	Asotin	By appt	SJRCMC	16	5.3	4			
Sep-08	Clallam	By appt	Clallam Co Health Dept	12	6.0	8			
Sep-08	Clallam	By appt	Clallam Co Health Dept- Forks	1	1.0	1			
Sep-08	King	By appt	Woodinville Fire	11	3.7				
Sep-08	Klickitat	By appt	Klickitat Co Health Dist	3	1.0	5			
09/01/08	Pierce	By appt.	Pierce Co Central Fire & Rescue	2	0.7				
Sep-08	Spokane	By appt	AAA	15	5.0				

Traffic Records

In February, 2009 Washington hosted a NHTSA-sponsored Traffic Records Assessment. This was the first assessment conducted since the December, 2003 assessment that initiated Washington's multi-year strategic planning effort. The assessment team validated much of what Washington's Traffic Records Committee (TRC) has done since 2003. The following is an excerpt from the Executive Summary of the 2009 assessment report:

In 2003 the State's Traffic Records Committee (TRC) had neither the organizational structure nor the governing fundamentals to serve as a well-functioning State TRC. It has since re-constituted itself and has become an essential advisory and oversight body to guide the State's traffic records system development. As stated in a 2005 letter from Governor Chris Gregoire to WTSC Director, Lowell Porter, "A well-supported and representative TRC is essential to provide the necessary leadership to coordinate traffic records improvement projects across multiple agencies. This collaborative approach minimizes duplication of work by enabling agencies to leverage one another's efforts in achieving common goals."

Testimony to the level of achievement that is possible when such collaboration becomes a reality is the eTRIP Governance Team. The State TRC formed this impressive and remarkably successful group that operates as a permanent subcommittee under the authority of the TRC, comprised of members representing most of the highway safety and traffic records stakeholder agencies in the State. Its

purpose is to provide policy oversight and program direction as well as business and technical leadership in the implementation, maintenance, update, and enhancements of the eTRIP Initiative throughout the State such as the SECTOR field data collection application.

The 2009 assessment report highlighted several of the major accomplishment's Washington has made in traffic records improvements. In addition, it provided a number of areas in which further improvements can be made. The TRC will utilize the 2009 assessment as a tool to help evaluate and revise the state's Traffic Records Strategic Plan. The new strategic plan aims to create a singular vision for creating a more innovative, efficient, and integrated system for traffic records in Washington.

On-going Traffic Records Initiatives

On-going Traffic Records Initiatives
The state continues to make significant investments in the applications and processes that make up Washington's traffic records system. Both federal



Traffic Records

and state funds have contributed to the progress of many projects in the state's portfolio. While Washington has faced a financial crisis unlike any in recent history, funding for traffic records improvement projects remains a top priority. In fact, the current budget dilemma only underscores the need for system improvements to increase data and processing efficiencies.

The following paragraphs highlight the significant progress made in carrying out the state's vision for traffic records.

Electronic Traffic Information Processing (eTRIP) Initiative

October 2009 marked the completion of two years since the eTRIP system initiated a statewide deployment campaign. At the end of 2009, electronic tickets and collision reports represented approximately 30% of statewide volume. While the eTRIP Governance Team considers this to be a significant milestone, the Team continues to make investments to add value to the Statewide Electronic Collision & Ticket Online Records (SECTOR) application and accompanying systems.

In August, the National Association of State Chief Information Officers (NASCIO) confirmed the SECTOR application's tremendous value and innovation through their annual recognition awards program. NASCIO chose the SECTOR application as a finalist for their 2009 Recognition Awards for Outstanding Achievement in the Field of Information Technology. SECTOR was one of a handful of projects chosen from among the 117 applications submitted. This award further validated

the dedicated and innovative work the eTRIP Governance Team and the TRC have done in the area of process improvement.

Much of the focus in 2009 for the SECTOR application was incorporating functionality for prosecutors to use SECTOR in the same fashion as law enforcement. Functionality now exists for prosecutors to electronically review, file, decline, or alter citations issued by officers within their jurisdictions. An outreach, education, and training campaign will initiate in early 2010.

For additional details on the eTRIP Initiative see the *Traffic Records Projects Portfolio* or visit the TRC website at www.trafficrecords.wa.gov.

Washington, Emergency Medical Services Information System (WEMSIS)

The Washington State Department of Health (DOH) initiated the WEMSIS pilot project in the fall of 2006. Since its completion in 2007, over 800,000 EMS records have been sent to the statewide repository. Significant cuts to the DOH budget allotment have adversely impacted the Office of EMS & Trauma, resulting in the reduction of the WEMSIS program manager position to one-half an FTE. However, DOH continues to leverage local EMS relationships among providers through their peer outreach and education program aimed at promoting implementation throughout the state. Over 22% of EMS agencies are regularly reporting to WEMSIS. In addition, DOH staff is working on legislation to facilitate the rate of reporting by local EMS providers and increase volume and participation throughout the state.



Tami
Griffin

Traffic Records

WA-Trans

In September, the American Association of State Highway and Transportation Officials (AASHTO) named Tami Griffin, WA-Trans project manager, a recipient of the prestigious President's Transportation Award. The AASHTO press release stated:

"Tami has stepped up to the challenge of implementing the Washington Transportation Framework. The framework is a new statewide GIS-based transportation database whose goal is to create a seamless set of intermodal data that is consistent, connected, and continuous. She has built a flexible, functional system; gained the support of potential partners; grown interest in and support for the framework; and moved the project from concept to implementation."

The current focus of the project team is the development of a comprehensive dataset for seven of the most populous counties in the state, this includes; King, Pierce, Snohomish, Thurston, Kitsap, Clark, and Spokane Counties. Completion of this dataset is planned for Spring, 2010. This will mark the most significant milestone since the inception of WA-Trans over 5 years ago. In addition to this deliverable, several of the primary WA-Trans application components are complete. These components include:

- Data Provider Portal
- Transform and Load application
- QA/QC processes
- Data User Portal
- Loading Database
- Change Management and Change Detection tools

Coded Emergency Department Data Systems (CEDDS)

The CEDDS project will create the state's first Emergency Department data system. This project is critical to providing accurate information throughout the continuum of patient care. In conjunction with WEMSIS, this system will provide data for each phase of the pre-hospital experience. In July, DOH hired a full-time epidemiologist to begin laying the groundwork for a 2010 pilot project with hospitals throughout the state.

TRC Data Integration Subcommittee

In March, the TRC created the Data Integration Subcommittee to facilitate efforts aimed at integrating disparate datasets from the state's traffic records system. The primary objective of this subcommittee is to enhance the state's capacity to assess the human and financial toll of traffic collisions by linking injury surveillance and collision data. The subcommittee has identified a three-phase pilot project to research and document the best programmatic and technical methods for data integration. The Subcommittee will provide a white paper and data integration tables for each of the three phases of the pilot to the TRC at end of 2010.

Performance Measures

Washington's TRC tracks several key measures of performance intended to clearly document progress in improving traffic records systems. Several of these measures are submitted to NHTSA each year in order to qualify for Section 408 incentive grants. NHTSA validated that

Traffic Records

the measures submitted in 2009 showed “demonstrable progress” in traffic records improvements. A comprehensive list of performance measures and system-level impacts can be found in Section 4 of the Traffic Records Projects Portfolio.

Traffic Records Expenditures

In November 2009, the TRC approved the allocation and expenditure of \$1,407,000 to 9 separate projects within the state’s

Traffic Records Projects Portfolio. This funding included \$600,000 of new or carry forward Section 408 funds and an additional \$807,000 in discretionary traffic records funds provided by the Traffic Safety Commission. Each project funded links directly to one or more of the objectives and accompanying strategies contained in Washington’s Traffic Records Strategic Plan. The table below outlines the 2010 projects approved for funding.

FFY 2010 Traffic Records Funding	Amount Approved
eTRIP 22. SECTOR enhancements (WSP, AOC, WSDOT)	\$150,000
eTRIP 20. Local Law Enforcement Coordination (WASPC)	\$120,000
eTRIP 23. SECTOR Statewide Training Administrator (WSP)	\$90,000
eTRIP 24. Prosecutor Deployment & Training Administrator (WTSC)	\$100,000
eTRIP 26. Processing Efficiency Improvements (DOL)	\$125,000
24-28. Coded Emergency Department Data System - CEDDS (DOH)	\$115,000
5. Washington EMS Information System - WEMSIS (DOH)	\$72,000
35. Automated Records Management Retention System (DOT)	\$100,000
12-17. Washington Transportation Framework - One Road Phase 2 (DOT)	\$150,000
FFY 2009 Block Grants	
eTRIP 15. Hardware Acquisition & Installation for 400 Troopers (WSP)	\$250,000
eTRIP 18. Hardware Acquisition Grant to Local Law Enforcement (WASPC)	\$135,000
FFY 2010 Total	\$1,407,000

Fatality Analysis Reporting System



The Fatality Analysis Reporting System (FARS) was conceived, designed, and developed by the National Center for Statistical Analysis (NCSA) of the National Highway Traffic Safety Administration (NHTSA) to collect data on traffic fatalities. This valuable information enables researchers to identify traffic safety problems, to suggest solutions, and to provide an objective basis for evaluating the effectiveness of motor vehicle safety standards and highway safety programs.

To be included in the FARS data base, the fatality must result from a motor vehicle crash on a public trafficway and must occur within 30 days of the crash.

In Washington State, FARS is part of the Washington Traffic Safety Commission (WTSC) in the Traffic Data and Research Center. The Washington State FARS Team works with traffic safety program

managers and researchers to provide accurate and timely data that is used for evaluating safety programs, as well as to aid in the traffic-safety efforts of partner state, federal, and local agencies. Washington State FARS is responsible for gathering data on over 500 fatal crashes every year.

Washington FARS coordinates with several different agencies to collect hundreds of data elements relating to each fatal traffic case. The primary information resources are: the Washington State Departments of Licensing, Health, and Transportation; the Washington State Patrol and State Patrol Toxicology Lab; statewide Emergency Medical Services agencies (public, private, and volunteer); the National Center for Statistics and Analysis (NCSA) at the National Highway Transportation Safety Administration (NHTSA); city and county governments, and FARS analysts in other states.

Fatality Analysis Reporting System

Information from each state's collision report is coded to standards and definitions set by NHTSA to facilitate comparisons between states. FARS provides rigorous oversight of data quality and quantity.

Washington FARS

FARS staff participates in monthly Government Management and Accountability Program (GMAP) meetings, presenting preliminary fatality data to WTSC colleagues through a variety of analytic "lenses," including vehicle type, roadway type, location, driver factors, restraint use, and other important variables. FARS analysts maintain a five-year fatality spreadsheet that is updated monthly and posted on the agency website, plus a daily update that compares the number of fatalities on the same date in each of the last four years. They develop reports and present FARS data to various traffic safety groups in support of Target Zero goals and participate on the statewide Traffic Records Committee.

The FARS unit receives electronic fatality reports from the Washington State Patrol; the cases are coded to standards and definitions set by NHTSA to facilitate nationwide fatal crash analysis. After cases are entered into the national data base missing information is obtained from a variety of data sources until each case is complete. FARS Analysts attend 40 hours of training each year that focuses on coding changes and additions for the following year.

At the 2009 FARS/GES annual training in Anaheim, CA, the Washington FARS staff was one of four states recognized

for excellence in teamwork. They have streamlined the data collection process through their use of technological and procedural enhancements, meet or exceed all federal benchmarks for data quality and quantity, and maintain critical liaisons with other state and federal traffic safety agencies.



Teen Driving Enforcement



Teen Driving Enforcement/Education

Seattle Police Foundation CP09-07 This project funded Seattle Police Department overtime targeted in and near high schools, around school events, and other locations where teens might be driving. Educational materials were distributed at traffic stops and an educational an education video was produced to be used in high school classes. The video includes interviews with law enforcement, teens, parents, and school personnel and discusses the dangers and consequences of aggressive driving and speeding.



State-Funded School Zone Safety

School Zone Safety

In 1996 the Washington State Legislature enacted legislation doubling the fines for speeding in a school zone, with the money from these fines being deposited into the School Zone Safety Account. Expenditures from this account may only be authorized by the Director of the Washington Traffic Safety Commission (WTSC) and used solely to fund projects designed to enhance school zone safety, pupil transportation safety, and student safety in school bus loading and unloading areas.

In the past two years alone, more than \$1.5 million was awarded to provide safety equipment for over 350 schools in our state.

In June 2009, the WTSC announced the recipients of the third round of grants for the School Zone Flashing Lights Program. Local communities, counties, school districts, and tribal nations were eligible to participate in this program. The response to this proposal was overwhelming, with grants being awarded to 159 schools totaling nearly \$1.5 million. Grant funds provided hardware, software, and signage, and the grantee is responsible for the installation and ongoing maintenance costs of the project. Efforts to provide these lighting systems are ongoing, with another grant announcement anticipated for February 2011.

As part of WTSC's efforts to improve school zone safety and pupil transportation, the WTSC continues to work closely with the Washington State Department of Transportation (WSDOT), the Office of Superintendent of Public Instruction (OSPI), and Department of

Health (DOH) to maintain active Safe Routes to School plans in all elementary schools. In 2009, WTSC continued to be a dedicated partner, working with these agencies to distribute funds through the Pedestrian and Bicycle Safety and Safe Routes to School program enhancing the safety of those children walking and biking to school.

As part of ongoing efforts to assist schools in educating their students, teachers and parents about school zone safety, a Curriculum Kit and Resource Guide for School Zone Safety are available, for free, via the WTSC's web site. This kit contains materials and information for school zone crossing guard teams and student pedestrians. Resources to help make school zones safer for everyone include a Principal's Safety Patrol Checklist, RCW's, WAC's, and safety tips for parents in multiple languages.

The WTSC, in conjunction with AAA of Washington, also provided training to adults, including principals, school administrators, law enforcement officers, parents and other volunteers in school safety patrols. This training was provided regionally and intended to reach as many communities throughout the state as possible.

The WTSC also continued to provide mini-grants for schools to purchase school zone crossing guard equipment and other educational items as requested. During the 2007-09 biennium 159 schools/school districts received a total of \$89, 637.72 for this equipment, and from July 1, 2009 to November 1, 2009, 31 additional schools have received approval for equipment, totaling \$26, 995.00.

Pedestrian and Bicycle Safety

The Pedestrian and Bicycle Safety Program of the WTSC focuses primarily on community based projects. The WTSC offers a wide range of services including technical support, consultation, training, and educational materials to support programs for local audiences.

In FY2009 the WTSC worked very closely with local law enforcement agencies to increase pedestrian and bicycle safety awareness of drivers, cyclists and pedestrians.



The Seattle Police Department Traffic Unit received a \$20,000 grant to conduct cross walk enforcement and educate the community about pedestrian safety. Detective Ron Saunders from Seattle Police Traffic Investigations coordinated a 40-hour training for law enforcement on pedestrian and bicycle collision investigation. Thirty commissioned traffic investigators from around the state attended.

The Cooper Jones Advisory Committee continued to assist the WTSC in 2009 in improving pedestrian and bicycle safety. Committee members include representatives from health, education, enforcement, insurance, licensing, and state legislative staff.

The PED BEE interactive safety program continues to be a popular tool for pedestrian and bicycle safety for elementary students. This program uses an interactive CD designed to teach children grades K-4 the importance of pedestrian and bike safety. It also includes a CD workbook for teachers to follow through with the messages taught on the children's CD. This program is available for all teachers at no cost from the City of Bellevue and the WTSC.

The 24 Target Zero Traffic Safety Task Forces provided local support to bicycle and pedestrian programs such as free helmet programs, helmet fitting, bicycle rodeos and other education forums and health fairs.

The WTSC staff continues to provide assistance to local governments seeking to pass a local ordinance requiring bicycle helmets.

Motorcycle Safety



The increase in the number of registered motorcycles and motorcycle riders continued in 2009. Although still a fairly small percentage of the total number of vehicle fatalities (14%), motorcycle riders are the only group whose fatality rates continue to trend up-ward.

In order to develop a comprehensive plan to attack this trend, WTSC partnered with WSP and DOL to form the Motorcycle Strategy Group. The Strategy Group is composed of members of NHTSA Region 10, local law enforcement, target zero managers, FARS, WSP, the DOL Motorcycle Program, and researchers from WTSC and WSP. The Strategy Group planned two methods of attacking the fatality problem in 2009, increased media and increased enforcement activity.

Media was subdivided into two sections: that targeted to riders and that targeted to law enforcement. A fold-out brochure for riders was developed which provides facts and laws specific to motorcycles.

This brochure has been very popular and dealers have voluntarily placed them in their stores. A roll call video was developed to help law enforcement identify rider traffic violations. An officer card that fits in ticket books was also created to assist officers with the specific citation for motorcycle rider traffic laws. Rack cards and posters were also developed. A brochure detailing federal helmet requirements was recently developed and distributed; it is intended both for law enforcement and for riders.

Law enforcement reported it's motorcycle activities over the summer months. Law enforcement in both Grays Harbor County and Skagit County again provided extra enforcement around rallies where large numbers of riders assemble. Law enforcement reported it's motorcycle activities over the summer months. Law enforcement in both Grays Harbor County and Skagit County again provided extra enforcement around rallies where large numbers of riders assemble. In July, the

Motorcycle Safety

Grays Harbor County Sheriff's Office and a team of police agencies monitored the Sun N Surf Rally in Ocean Shores. At the end of September, the Skagit County Sheriff's Office brought together a team composed of local police agencies and the Island County Sheriff's Office to provide enforcement during the Oyster Run in Anacortes. Over 20,000 motorcycles participated in this rally. During Oyster Run, officers conducted foot patrols among the riders encouraging them to ride safely. Foot patrols appear to be very effective. During the foot patrols there were no calls for reckless motorcycles and no DUIs had to be arrested. During Oyster Run 2009 there were only a few small crashes and no fatal or serious injury motorcycle crashes. Island County recorded no motorcycle collisions at all during Oyster Run.

Funding was also provided to several law enforcement agencies to target areas with high numbers of motorcycle fatalities during the summer months. The Pierce County Sheriff's Office, District One of the State Patrol, and the Bonney Lake, Puyallup, and Lakewood Police Departments provided seven patrols in June, July and August of 2009. There was not a single motorcycle fatality on any east Pierce County state routes all summer.

Clearly, targeted motorcycle specific enforcement combined with outreach to riders can have safety benefits. As of this writing, there are nine fewer motorcycle fatalities in 2009 than in 2009.

The National Highway Traffic Safety Administration (NHTSA) continued to provide dedicated funding for motorcycle safety through Section 2010 grants in SAFETE-LU. WTSC provides this funding to the Department of Licensing to implement

a motorcycle responsibility campaign known as "Endorse Your Sport". A TV PSA produced in 2009 that encouraged riders to obtain training and a motorcycle endorsement was run during high crash months. In addition, three radio ads reminding drivers to watch for riders were produced and aired. The federal grant was applied for and received for 2010.

Rider fatality rates remain too high compared to the number of motorcycles on the road. However, because of the enforcement and media activities developed in 2009, the enthusiasm and dedication of the Motorcycle Strategy Group members remains high that these numbers can be reduced to zero by 2030 or sooner.



Corridor Traffic Safety



The Corridor Traffic Safety Program is a joint effort between the WTSC, the Washington State Department of Transportation, and many partner agencies including the Washington State Patrol. This program works to reduce collisions on roadways using low-cost, near-term solutions through partnerships with engineering, enforcement, education, and emergency services. The program is locally coordinated in each community, and involves interested citizens along with businesses and agencies that have a vested interest in the safety of their roadways.

The Corridor Safety Program has been a very successful effort, not only in building community relationships, but also in terms of making roadways safer. In completed corridor sections around the state, total collisions have been reduced 5%, total injuries have been reduced 11%, alcohol-related collisions have been reduced 15%,

and fatal/disabling collisions have been reduced 34%.

Project activity during FY2009 was directed at the following corridor projects:

Current Projects

- **State Route 27 Corridor.** This project consists of 20 miles of State Route 27, extending from the city of Rockford north to Trent Avenue in the city of Spokane Valley. This project kicked-off in May 2009.
- **US 2 Snohomish/King County.** This project spans nearly 65 miles from the town of Snohomish to Stevens Pass and began in March 2009.
- **SR 99/Aurora Avenue, Seattle.** This corridor starts at the north end of the Battery Street Tunnel and extends just over eight miles to North 145th Street. This project kicked-off in June 2009.

Corridor Traffic Safety

- **9 to 5 Skagit County Roads.** This 67 mile corridor is a network of county roads located between I-5 and SR 9 in Skagit County and kicked off in February 2009.
- **112th Corridor, Vancouver.** The 112th Traffic Safety Corridor extends 3.6 miles on NE 112th Avenue and includes Chkalov Drive and Gher Road. The project kicked off in September 2009.

Closed Projects

Mill Plain Traffic Safety Corridor. This was the third traffic safety corridor in Washington completely within city limits. It extended 9.7 miles from Interstate 5 to 192nd Ave. in Vancouver. The project launched in November 2006 and concluded in February 2009. This project saw a decrease in fatal/serious collisions of 25%, a 14% decrease in injuries, and a decrease in total collisions of 8%.



Police Traffic Services



The Police Traffic Services (PTS) program at the WTSC provides traffic enforcement training and equipment to the nearly 300 law enforcement agencies of Washington State. In federal fiscal year 2009, the PTS program awarded approximately \$3,000,000 to state, county and municipal enforcement agencies for specialized training in traffic safety issues, for equipment for traffic enforcement, and for overtime for special projects or campaigns.

PTS assisted WSP with a TACT (Ticketing Aggressive Cars and Trucks) project on SR-12 in Grays Harbor County and on SR-2 north of Spokane. The project combined media (Leave More Space for Trucks) and enforcement to encourage passenger car drivers to leave more space when merging in front of trucks. Commercial vehicles that violated traffic laws were also ticketed during the project.

PTS continued to fund the highly successful commercial vehicle enforcement project organized by the Grays Harbor County Sheriff's Office. This year they received \$20,000 to conduct inspections of commercial vehicles that travel through their county. The commercial vehicle officers of the Washington State Patrol (WSP) and the Sheriff's Office worked with local law enforcement to target commercial vehicles, including logging trucks, driven with poorly secured loads or that had serious mechanical defects. Many commercial vehicles were fined and put out of service.

PTS also provided the following grants to agencies with similar missions:

- 1 The Criminal Justice Training Commission received a \$10,600 grant for two projects. First, to develop a

Police Traffic Services

radar/lidar train-the-trainer curriculum that meets or exceeds NHTSA's suggested standard. This new class will be forty hours long; however, it will only require sixteen hours of classroom time. The rest of the curriculum can be learned at their own agencies and on agency time, saving money for per diem, time, and back filling positions. Second, CJTC developed consistent training for the Emergency Vehicle Operations Course (EVOC) to be delivered annually to small agencies. The class should assist small agencies that lack resources or instructors to deliver this training internally.

- 2 WASPC received a block grant in the amount of \$500,000 for distribution by their Traffic Committee to local law enforcement agencies for the purchase of equipment to enhance traffic safety enforcement. WASPC's Traffic Committee is staffed by law enforcement professionals who are in the best position to determine the types of equipment that will best benefit local agencies. Consideration is given to agencies that collaborate with other agencies in traffic safety campaigns.

- 3 The WSP received a block grant of over \$2,000,000 for traffic enforcement. This money was distributed to the eight WSP Districts and was used to fund overtime and equipment purchases. Overtime was paid to troopers for impaired driving, speeding, seat belt, and corridor enforcement projects. Funds were also used for special local events such as the Apple Blossom Festival, Rod Run, and concerts at the Columbia Gorge.



Target Zero Traffic Safety Task Force



This past year, WTSC completely revised the structure of the Traffic Safety Task Force program and initiated a new Target Zero Traffic Safety Management Program in 24 community locations. This new and significantly different program and management structure provides direct support for the implementation of Target Zero at the local level. The goal of this structure is that local traffic safety initiatives will be directly aligned with the priorities outlined in Target Zero as well as those identified at the national level. Funding to support this program is a partnership between the NHTSA and the state of Washington.

Structural differences include:

OLD

- Participatory
- Broad focus
- Outdated
- Resource issues
- Inconsistent strategies

NEW

- Directive
- Narrower and specific focus
- Up-to-date with Target Zero
- New resources
- Target Zero strategies

The TZTF Management will ensure direct alignment with Target Zero priorities, and continuous use of high visibility law enforcement efforts. Target Zero Managers (TZMs) local responsibilities include:

- Coordination of all NHTSA national mobilizations, including tribal participation
- Coordination of statewide high visibility traffic safety initiatives, e.g. Impaired Driving, X52, Speeding, Nighttime Seat Belt Enforcement and Corridor projects
- Coordination of a new local Law Enforcement Liaison (LEL) network (see below)
- More directed and coordinated statewide traffic safety focus with specific deliverables and reporting requirements

Part of the foundation of the new TZTF Program is a formalized Law Enforcement Liaison (LEL) network to assist and support TZTF Managers. This network of law enforcement professionals has been developed through a process of soliciting and interviewing candidates within local communities.

Target Zero Traffic Safety Task Force

The 27 LELs selected this past summer, are working closely with the TZTF Managers to develop a well-defined set of deliverables. The LEL network's primary focus is to assist the TZTF Managers with the development, delivery, and assessment of High Visibility Enforcement (HVE) programs at the local level.

The LEL network is:

- Supporting the Corridor Program.
- Assisting in the coordination and management of local traffic safety projects initiated by the TZTF.
- Assisting the TZTFM in developing an events calendar for the entire year, including "high activity" periods coordinated with the NHTSA Communications Calendar. This calendar will enable the TZTF to identify periods where there are lulls in traffic safety events as potential opportunities for expanded efforts.
- Soliciting other law enforcement agency (LEA) participation in HVE mobilizations. Potential benefits include better relationships, expanded the LEL and LEA (Law Enforcement Agency) networks, and HVE participation by more LEAs.

Tracking investments and efforts through quarterly reporting, documentation has identified a \$61 to \$1 return on funding provided to the TZTF Program.

Special Award

This past year the Yakima Target Zero Manager, Edica Esqueda, was awarded Washington Auto Theft Prevention Person of the Year Award, for her leadership in her community. Yakima County experienced a 40% reduction of auto thefts in one year following the implementation of a program defined by Ms. Esqueda. Grays Harbor, Grant-Adams, Spokane and Chelan-Douglas Target Zero Managers all worked closely together to implement pilot programs to increase child passenger safety restraint usage.



Tribal Traffic Safety

The Washington Traffic Safety Commission (WTSC) continues to promote traffic safety partnerships with the 29 federally recognized tribes in Washington.

Traffic Safety Summit

In May 2009 WTSC assisted the Federal Highway Administration (FHWA) by hosting Washington's Tribal Traffic Safety Summit, held at the Little Creek Resort, Shelton, Washington.

The Summit was carried out through the collaborative efforts of Tribal representatives from Cowlitz, Kalispel, Lummi, and Squaxin Island, Federal Highways Administration (FHWA) Federal lands Highways and Washington Division Officers, Washington Department of Transportation, Washington State Patrol, Tribal Technical Assistance Program, Eastern Washington University tribal Transportation Planning Organization, Bureau of Indian Affairs and the National Highway Traffic Safety Administration.

The mission of the summit was two fold: education and action. The Summit objectives were to identify the most important traffic safety issues facing Tribes and to build recommendations for updating Washington's Target Zero plan. To achieve this, Summit participants were divided into four breakout groups: education, enforcement, engineering and emergency medical services. Recommendations developed during the breakout sessions were reported out to the larger group and refined through a panel-led discussion about experiences, obstacles and resources.



The final recommendations from each group are below:

Education

- 1 Provide opportunities for the Tribes to update the objectives and strategies for Tribal issues.
- 2 Encourage Elders to be champions and involve them in Tribal safety efforts.
- 3 Develop consistent and continuous education messages.
- 4 Utilize existing forums (or create new ones) to share safety education ideas and information and create a clearinghouse (techniques, contacts, resources, etc.).
- 5 Encourage the Tribes to appoint a Safety Officer/Organizer and leader.
- 6 Ensure safety data is included in the roadway inventory.
- 7 Involve Tribes as a priority in State efforts to reach zero deaths.
- 8 Assist Tribes in developing a safety plan.
- 9 Revise Target Zero to include a focus on rural roads.

Tribal Traffic Safety

Enforcement

- 1 Establish an outreach partnership with the Northwest Association of Tribal Enforcement Officers (NATEO) to educate Tribal Council and Elders to build trusting relationships targeting data-driven traffic safety issues.
- 2 Assist Tribal leaders in using a problem-solving model to identify their needs. Follow up with Target Zero education and countermeasures.
- 3 Review and analyze a menu of countermeasure options to address the needs identified by Tribal leaders. Implement the countermeasures in cooperation with Tribal law enforcement.
- 4 Conduct an on-going review of successes with Tribal leaders and recognize individual Tribes for their accomplishments. Refine the goals and directions determined by Tribal leaders.
- 5 Assist non-tribal partners in understanding Tribal needs and cultural differences.
- and passing lanes/turnouts for slow moving vehicles along rural two-lane roadways).
- 7 Develop material describing data sharing strategies (government-to-government) emphasizing the confidentiality clause.
- 8 Provide Tribes with engineering resources.
- 9 Identify solutions to meet elderly driver needs (i.e., appropriate illumination, signing font, transitioning from driving to transit use, etc.)
- 10 Ensure the accuracy of the Indian Reservation Roads (IRR) Inventory.
- 11 Provide the Tribal liaison with continual support.

Emergency Medical Services

- 1 Provide data mapping for response times and traffic fatalities to identify underserved areas (gap analysis).
- 2 Develop and fund a demonstration project/corridor model to complete an assessment of the status of EMS services in order to determine steps for improving overall EMS services. Illustrate successful urban application and how it can be applied in rural areas.
- 3 Revise Target Zero Strategy 8.1.A13 to replace “CODES” with “Washington Strategic Plan”.
- 4 Develop a Tribal traffic safety section in Target Zero.

The breakout groups reported to an expert panel who addressed the issues and offered advice and guidance. The discussion produced a set of action steps and other “take aways” or general statements.

Engineering

- 1 Integrate the Strategic Highway Safety Plan for Indian Lands with Target Zero.
- 2 Include recognition of Tribal and BIA design standards.
- 3 Identify policies and processes for setting or revising speed limits.
- 4 Ensure safety criteria are considered by Metropolitan Planning Organizations (MPOs) and Regional Transportation Planning Organizations (RTPOs) in grants/project selection.
- 5 Include objectives and strategies for evaluating and considering pedestrian and bike safety needs in all projects.
- 6 Expand on weather-related hazards and best practices for responding to them (i.e., better road delineation

Tribal Traffic Safety

Action Steps

- 1 Involve Tribes in Target Zero update and list them as partners throughout the document.
- 2 Encourage the Tribes to develop individual safety plans through strategic planning processes.
- 3 Offer federal/state visitations and assistance to the Tribes to aid development and implementation of individual Tribal safety plans.
- 4 Allow for additional Tribal participation at future meetings by taking into account Tribal schedules and seasonal activities.
- 5 Partner with the Indian Health Board (in Portland) to create a stronger focus on Indian health issues and EMS.
- 6 Encourage Tribal involvement on the Traffic Records Coordinating Committee (TRCC).

Take Aways

- 1 Western Federal Lands (WFL) and Central Federal Lands (CFL) Offices are committed. WFL will act on behalf of Tribes as facilitators with other agencies. WFL will continue to work with WSDOT and WTSC to improve Tribal safety and identify technical and financial resources available to the Tribes.
- 2 To design a tailored approach for each Tribe, relationships must first be built and safety issues identified.
- 3 Traveling to individual Tribes is the key outreach tool for spreading awareness and gaining Tribal participation.
- 4 Inexperienced Tribes benefit from communication with experienced Tribes.
- 5 The Colville Tribes have examples of successfully developed tailored programs specific to their Tribal needs.
- 6 The TRCC has good data records. Linking data system reports allows all parties to share data.

- 7 NHTSA will organize safety assessments for Tribal lands with support from WTSC.

Notes captured during this Summit were carried forward and used between the governor and tribal leaders at the centennial Accord on June 23, 2009. Four Summit recommendations became Centennial Accord actions items for next years work.

Colville Confederate Tribes

WTSC continues to facilitate the work between the BIA/ Indian Highways Safety office and the Colville Confederate Tribes to promote and enhance traffic safety initiatives. In August of 2009, the Colville outfitted all of their patrols vehicles with electronic collision reporting equipment and have become the first tribe in Washington trained to submit electronic collisions reports.

NATEO

WTSC continues to support the local tribal law enforcement through the agencies annual grant process. This past year, the Native American Tribal Enforcement Officers (NATEO) applied for and received \$50,000 from WTSC to purchase equipment for individual tribes to promote traffic safety enforcement. This was the third annual grant to support tribal agencies with equipment and nine police agencies participated in the process. Many Washington tribes continue to participate in "X-52", a statewide sustained DUI and Speed Enforcement Project dedicated to reducing serious injury and fatal crashes.

Tribal Traffic Safety

Special Project Grants

Special project grants became available in the spring of 2009, up to \$5,000 available to support individual projects to promote traffic safety on tribal lands. The Swinomish, Yakama and Spokane Tribes each received funding for special projects. Spokane and Swinomish purchased child car seats and are implementing child passenger safety programs and the Yakama Nation purchased 10 Alcohol Sensors to assist their officers in enforcing impaired driving laws.

"Protecting Our Future" Video

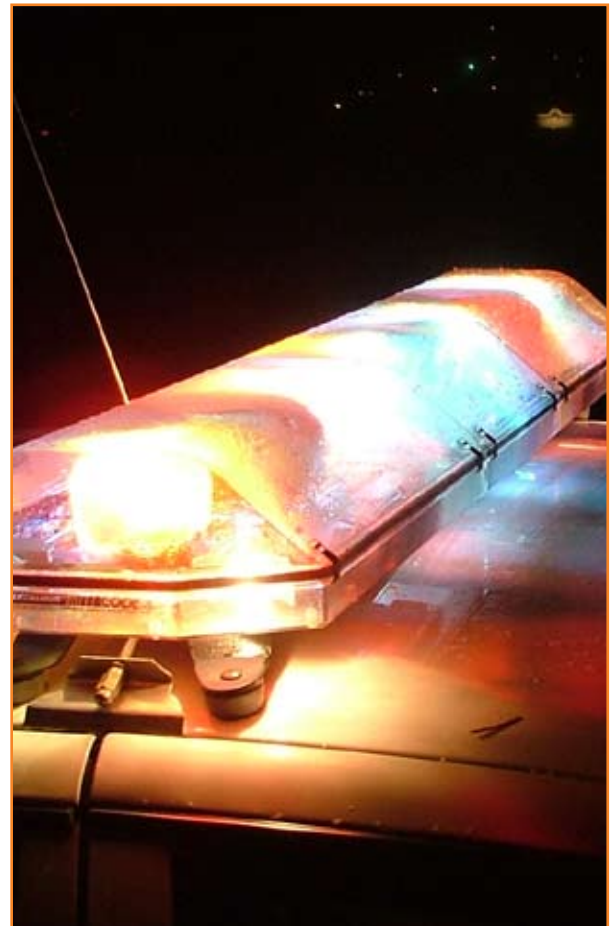
Across Washington State's tribal nations there are many success stories of people fighting to improve traffic safety. WTSC produced the video "Protecting Our Future...Reducing Traffic Fatalities on Tribal Lands." The video highlights members from Colville, Skokomish, Yakama, Lummi and Chehalis tribes showing the challenges and successes. The video also tells the story of how tribal members and governments are applying for special funding and grants to help overcome traffic safety challenges on local lands.

Other Activities

The Lummi Nation currently has a "Safe Streets" project and WTSC is a partner. The goal is to improve walking and biking on the rural roads of the reservation and we are currently working to expand support and resources to the Yakama Nation.

The Pacific Northwest Indian Health Services have worked closely with WTSC to obtain bike helmets to distribute to four tribes in their efforts to promote bike safety and are currently working to obtain car seat to promote CPS on individual reservations.

The WTSC Tribal Advisory Board continues to meet and act as a strong voice to WTSC on tribal traffic safety issues. The Board's members represent the WSDOT, tribal engineers, law enforcement, advocates and tribal elders from each side of the state.



Communications Initiatives

The goal of the Washington Traffic Safety Commission's (WTSC) Communications Department is to increase public awareness about traffic safety issues in conjunction with WTSC programs and other efforts. See related WTSC programs in this Annual Report: Impaired Driving, Speeding, Occupant Protection, Motorcycle Safety, Tribal Traffic Safety, and Community Traffic Safety Task Forces.

Highway Safety Plan 2009

The Communications section of the Highway Safety Plan stated:

Improve the WTSC Web site by conducting a usability study (phase one); support legislative and other stakeholder needs; support WTSC program such as Impaired Driving, Speeding and Occupant Protection.

Paid Media Plan

In order to remain aligned with proven strategies identified in Target Zero, extra enforcement campaigns are publicized through both earned and paid media before and during grant-funded enforcement patrols. With the Impaired Driving and Occupant Protection programs, certain campaigns coincide with national mobilizations. Expert media buyers knowledgeable in the Washington markets conduct an analysis to determine the optimum media channel(s) for each initiative. By contract, with television and radio buys media buyers are required to obtain no charge bonus media of equal or greater value than purchased media. Washington's media buys using federal funding are planned as follows:

Program	Amount	Fund	Month	Media Channel(s)
Impaired Driving	\$200,000	410	August	TBD
Remarks	Drive Hammered—Get Nailed coinciding with national mobilization			
Impaired Driving	\$400,000	410	Oct - Sept	Radio
Remarks	X52. Extra Patrols Every Week.			
Occupant Protection	\$250,000	405	November	TBD
Remarks	Nighttime Seat Belt Enforcement			
Occupant Protection	\$250,000	403	May	TBD
Remarks	Nighttime Seat Belt Enforcement coinciding with national mobilization			
Speeding	\$150,000	402	Oct - Sept	Radio
Remarks	X52. Extra Patrols Every Week.			

Communication Initiatives

Web Site Usability Study

Due to Washington state budget shortages, on August 4, 2009 the Governor imposed a freeze on all new contracts. During the early part of the 2009-2009 federal fiscal year, it appeared WTSC would not be able to conduct the usability study due to the freeze.

The Office of Finance Management issued a series of clarification memoranda, and the third memorandum enabled WTSC to move forward with a contract with AnthroTech, Inc through an Interagency Agreement with the Department of Personnel beginning on February 9, 2009. To condense the usability study into less than eight months was challenging but worthwhile.

The two primary objectives were:

- 1 Provide user-centered design deliverables that allows WTSC to design a usable and visually pleasing web site that meets both user and organizational goals.
- 2 Work within a team environment to mentor key WTSC staff in user-centered design techniques so they can continue to improve the WTSC site on an ongoing basis.

The process involved:

- 1 Reviewing and summarizing existing audience and usage data
- 2 Using an alternative web metric tool to gather data on audience usage patterns and the effectiveness of the current design
- 3 Conducting an online survey to understand users' tasks and learn how the site could best meet their needs
- 4 Articulating the relationship between audience goals and agency goals

- 5 Prioritizing users and users' tasks
- 6 Documenting site, business and user requirements
- 7 Designing and conducting an online card sorting study
- 8 Developing an information architecture for the site based on the findings from the card sort study
- 9 Designing primary and secondary level web site wire frames (low-fidelity paper prototypes that show a proposed layout, content components, navigation design and content design)
- 10 Evolving wireframes into a web site direction

The steps were completed as planned and prepared WTSC for the site build out planned for FFY 2009-10.

Funds from the Communications budget were also spent on non-program specific Communications initiatives such as multi-disciplinary news releases, recognition of exceptional efforts by stakeholders contributing to the goals of Target Zero, and translating (Spanish) and subtitling educational videos. For additional information on communications initiatives, see the respective program sections.

Paid Media Impaired Driving

The Drive Hammered–Get Nailed campaign occurred in August and September 2009 in conjunction with NHTSA's national campaign and included a paid media budget of \$200,000 with actual expenditures totaling \$199,137.95. All of the ad placements were negotiated based on a media plan developed by contractor Marketing Partners in Bellevue.

Communication Initiatives

WTSC once again used the awarding-winning TV PSAs produced by Mark Jones Advertising, 30 second and 10 second versions of ads known as “Double Vision.” NHTSA’s Spanish-language Birthday Party aired on Spanish-language TV stations.

The paid schedules were supplemented with \$220,139 of bonus media, including additional TV ads, news tickers, and Web ads, secured at no cost to WTSC. Reach and frequency statistics showed that the TV spots reached 81% of the target population and reached our target audience (males, age 18-34) with a frequency of 5.2. In addition, TV Web site ads for this campaign had over 1 million hits per month.

Prior to Drive Hammered - Get Nailed enforcement, localized versions of a news release were sent to the media to warn the public of the upcoming law enforcement patrols. Drug Recognition Experts (DREs) served as spokespersons throughout the state, and used real life impaired driving stories to enhance the message. A secondary hook was “myth-busters” about impaired driving. Earned media coverage was very good for this media blitz.

- 10 TV stations ran a total of 28 stories.
- Radio stations aired 67 stories.
- Daily newspapers ran 19 stories.
- Weekly newspapers printed 57 stories.

The earned media value for this pre-campaign coverage was a spectacular \$292,520.

At the conclusion of the summer Drive Hammered-Get Nailed campaign localized “results” news releases were distributed to the media.



- Five TV stations ran a total of nine stories.
- Radio stations aired 54 stories.
- Daily newspapers ran 19 stories.
- Weekly newspapers printed 48 stories.

The earned media value for the “results” of the campaign was \$238,354.

We attribute the success of the pre- and post-enforcement coverage to the combined efforts of our media contractors and Target Zero Managers around the state, many of whom made use of their local relationships with key members of their communities.

The total value received for the summer 2009 Drive Hammered-Get Nailed campaign, including no charge bonus media and earned media from two news releases, totaled \$751,013. The return on WTSC’s hard costs investment was 22:1.

Occupant Protection

Nighttime Seat Belt

In November/December 2009 and May 2009, seat belt patrols were conducted during the nighttime hours when seat belt use drops and the death rate increases.

Communication Initiatives

These mobilizations were the final campaigns of a research study on nighttime seat belt enforcement.

The paid media budget for the November/December 2009 campaign was \$250,000 with actual expenditures totaling \$249,042 (TV, radio, and daily newspapers).

Media Plus in Seattle researched media markets statewide to determine which stations reach the target market and developed a media plan. The target audience was males, ages 18-34. The television ads reached 82% of the target demographic with a frequency of 6.0. The radio ads reached 60% of the target demographic with a frequency of 11.0. Media Plus negotiated the air buy to ensure that the lowest media rates were secured for WTSC. An additional \$311,822 of bonus media, comprising additional TV and radio ads, news tickers, interviews and Web ads were secured at no cost to WTSC.

Earned media coverage was good for Washington's first nighttime seat belt campaign of FY 2009. Localized versions of a news release were sent to the media to warn the public of the upcoming law enforcement patrols.

- 16 TV stations ran 48 stories.
- 94 radio stations ran a total of 332 stories and 705 PSAs.
- 13 stories were printed in daily newspapers.
- 31 stories were printed in weekly newspapers.

At the conclusion of this first nighttime seat belt campaign of FY 2009, a news release containing the results of the local patrols was distributed to the media.

- 40 radio stations ran a total of 114 stories and 29 PSAs.
- Nine stories were printed in daily newspapers.
- 12 stories were printed in weekly newspapers.

For the second FY 2009 nighttime seat belt campaign in May 2009, the paid media budget was \$250,000, including commission, divided between TV, radio, and daily newspapers.

The television ads reached 87% of the target demographic with a frequency of 6.0. The radio ads reached 60% of the target demographic with a frequency of 11.0. Media Plus negotiated the air buy to ensure that the lowest media rates were secured for WTSC, as well as numerous opportunities for earned media support for the campaigns. In total, \$304,224.50 of bonus time, including additional TV and radio ads, news tickers, and Web ads were secured at no cost to WTSC.

Earned media coverage was excellent for Washington's May 2009 nighttime



Communication Initiatives

seat belt campaign. As with the previous campaign, localized versions of a news release were sent to the media to warn the public of the upcoming law enforcement patrols.

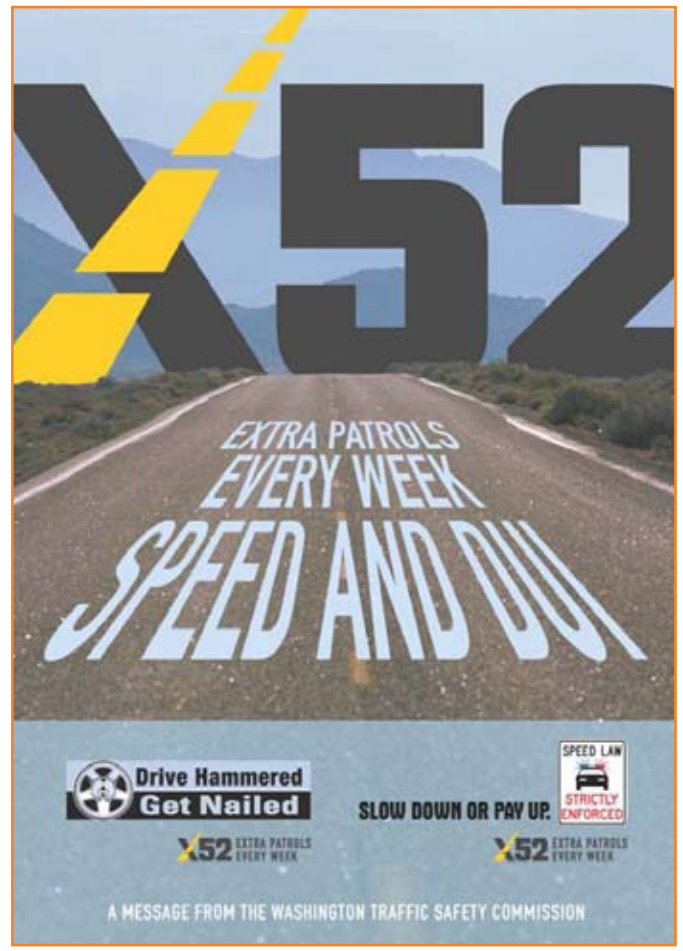
- 13 TV stations ran 42 stories.
- TV stations aired ads, pushed by the PR contractor, seven times at no cost to the WTSC.
- 77 radio stations ran a total of 212 stories.
- Radio ads, pushed by the PR contractor, were played 282 times at no cost to the WTSC.
- 21 stories were printed in daily newspapers.
- 52 stories were printed in weekly newspapers.

At the conclusion of this May 2009 nighttime seat belt campaign, a news release containing the results of the local patrols was distributed to the media.

- Five TV stations ran a total of 10 stories.
- 32 radio stations ran a total of 114 stories.
- Ten stories were printed in daily newspapers.
- 23 stories were printed in weekly newspapers.

X52: Extra Patrols Every Week

FY 2009 was the second year of the X52 program. This sustained, multi-jurisdictional, high-visibility enforcement program was designed to give the public the message that extra patrols are taking place in Washington every week. X52 comprises the two Priority I areas of Target Zero: Impaired Driving and Speeding.



The WTSC set a total paid media budget of \$550,000: \$400,000 for Impaired Driving and \$150,000 for Speeding. Due to the relatively small budgets available for covering an eight-month buy, our media buyers recommended radio rather than TV. The buy for the speeding campaign targeted males and females, ages 18-34. The buy for the DUI campaign targeted males ages 18-34.

Contractor Marketing Partners did a spectacular job on negotiating and keeping stations on track. They met their commitments on paid and bonus media with great success. The bonus media on Speeding spots totaled 130% of paid, and bonus media on Impaired Driving was 109% of paid.

Communication Initiatives

Impaired Driving Completed Buy

Number of Paid Spots: 5,673

Number of No Charge Spots: 5,380

Total Paid Net \$ \$376,196.15

Total Value Added Dollars: \$411,926

Total Gross Rating Points : N/A

Total Estimated Reach/Frequency: 89%
Reach/18.2 Frequency

Speeding Completed Buy

Number of Paid Spots: 2,308

Number of No Charge Spots: 2,101

Total Paid Net \$ \$140,214.30

Total Value Added Dollars: \$182,713

Total Gross Rating Points : N/A

Total Estimated Reach/Frequency: 72%
Reach/9 Frequency

Traffic Safety Task Force Coordinators, who coordinated these patrols in their counties, conducted earned media efforts announcing the impending patrols and post enforcement results. See the Task Force section of this Report for additional information.

TV and Radio ads known as the “Navigator” were used again for the impaired driving portion of this media buy. Three different

radio PSA lengths were used: :60, :30 and a :50 for local tagging. Shorter live read scripts were also used for radio messages.

School Zone Safety

The School Zone Safety project in March 2009 carried the message that daylight hours are getting longer and more kids are playing outside later into the evening. This project was repeated in late August/early September of 2009 to remind drivers that kids are back in school and speed limits are lower in marked school zones. These two air buys had a combined budget of \$100,000 and expenditures totaled \$99,803.45. The media buyer obtained an additional \$135,017 in bonus time at no cost to WTSC. Paid and bonus radio air time reached 84% of the target demographic (females, age 25-44) with a frequency of 11.1. This project was paid for with state funds.

A spring and fall version of WTSC’s award-winning ad titled “The Getaway” was used for each buy. Royalty rights were obtained for both broadcast and Internet use.



Communication Initiatives

Summary | Development of Creative

Existing Creative Used		
Impaired Driving	Radio	Live Read - English :10
Impaired Driving	NHTSA's Birthday Party	TV Spanish :30
Impaired Driving	NHTSA's Over the Limit-Under Arrest	TV English :30
Speeding	Radio	Live Read-English :30, :10
X52	Mountain & Roadway	Poster
X52 - Impaired Driving	Double Vision (local tags)	Radio English :30, :10
X52 - Impaired Driving	Rims and Logo	Web Ads
X52 - Impaired Driving	We'll take a week off...	Billboard
X52 - Impaired Driving	Navigator - Radio	Live Read - English :20, :15, :10
X52 - Impaired Driving	Navigator	Radio English :60, :50, :30
X52 - Impaired Driving	Navigator	Radio Spanish :60, :50, :30
X52 - Impaired Driving	X52 Launch	Radio Spanish :60, :10
X52 - Impaired Driving	KDDS Radio	Live Read - English :60
X52 - Speeding and DUI	KDDS Radio	Live Read - English :30
X52 - Speeding and DUI	Mountain & Roadway	Poster
X52 - Speeding and DUI	Sgt. Garland - Yakima Co.	Rack Card
X52 - Speeding	Speeding Sign and Logo	Web Ads
X-52 - Speeding	KDDS Radio	Live Read - English :60
Nighttime Seat Belt	Take the Fight to the Night	Rack Card English/Spanish
Nighttime Seat Belt	Chief Les Young	TV English:30
Nighttime Seat Belt	Chief Les Young	Radio English :60
Localized Radio Ads for WSP and Kennewick, Spokane, and Wenatchee Police Depts:		
Nighttime Seat Belt	Good News	Radio English :60
Nighttime Seat Belt	Mr. 3 Bald Tires	Radio English :60
Nighttime Seat Belt	Mr. Drowsy Driver	Radio English :60
Nighttime Seat Belt	You Can't Make Me	Radio English :60
Nighttime Seat Belt	Night Photo	Broadcast Graphics
Nighttime Seat Belt	Night Photo	Web ads
Nighttime Seat Belt	Various Sizes	Print Ads
Nighttime Seat Belt	Almeida	TV Spanish :30
Nighttime Seat Belt	Garcia	TV Spanish :30
Child Passenger Safety		Rack Card English/Spanish
School Zone Safety	Kindergartner Cop Spring	Radio English :60
School Zone Safety	The Getaway - Autumn	Radio English :60, :30
School Zone Safety	The Getaway - Spring	Radio English :60, :30
School Zone Safety	Radio	Live Read-English :10, :30
Target Zero	Lowell Porter Narration	Educational Video 9:00
New Creative Developed in 2009		
Impaired Driving	Ignition Interlock	Roll Call Video
Impaired Driving	Victim Dedications	Brochure
Speeding	Signs	TV English :30, :10
Motorcycles	Rider Safety Tips	Brochure
Motorcycles	Your Mom Loves You	Poster
Motorcycles	Bogus Helmets	Brochure
Motorcycles	Soft and Squishy on Inside	Rack Cards
Motorcycles	Impound Law, etc.	Roll Call Video
Teen Driver Safety Week	Practice, Practice, Practice	Vignette for Website
Teen Driver Safety Week	16th Birthday	Vignette for Website
Teen Driver Safety Week	Practice What You Preach	Vignette for Website
Teen Driver Safety Week	The Right Focus	Vignette for Website
Teen Driver Safety Week	www.washingtonteendriversafetyweek.com	Website
Booster Seats	Rally	Radio :60
Tribal Traffic Safety	Protecting Our Future	Video

Communication Initiatives

Summary | Media Relations

WTSC continued to work with news release timelines to clarify roles and expectations within the agency and with partners. Whenever possible, WTSC offered other key partners a chance to provide input on a news release.

There were 13 WTSC news releases distributed in 2009. News releases were pitched to the media by a WTSC public relations contractor. The reach of each news release was increased through stakeholder email distribution lists and by posting to WTSC's Web site. The following news releases and advisories were distributed between November 5, 2009 and September 22, 2009:

Nighttime Seat Belt Patrols

November 5, 2009

Nighttime Seat Belt Enforcement - Results

December 18, 2009

Ignition Interlock Law Goes Into Effect Jan. 1

December 29, 2009

Seat Belt Use Rates Announced

January 6, 2009

Zero Holiday Fatalities During Christmas Weekend

January 15, 2009

Reminder - Children Under 13 Ride in Back Seat

April 10, 2009

Click It AND Ticket - Snohomish HS

May 7, 2009

Nighttime Seat Belt Patrols - Customized

May 11, 2009

Nighttime Seat Belt Enforcement - Results

June 18, 2009

Drive Hammered - Get Nailed Dedicated Patrols

August 4, 2009

Child Passenger Safety - Grant County

August 4, 2009

Drive Hammered - Get Nailed - Results

September 10, 2009

Highway Fatalities Lowest Since 1955

September 22, 2009



Communication Initiatives

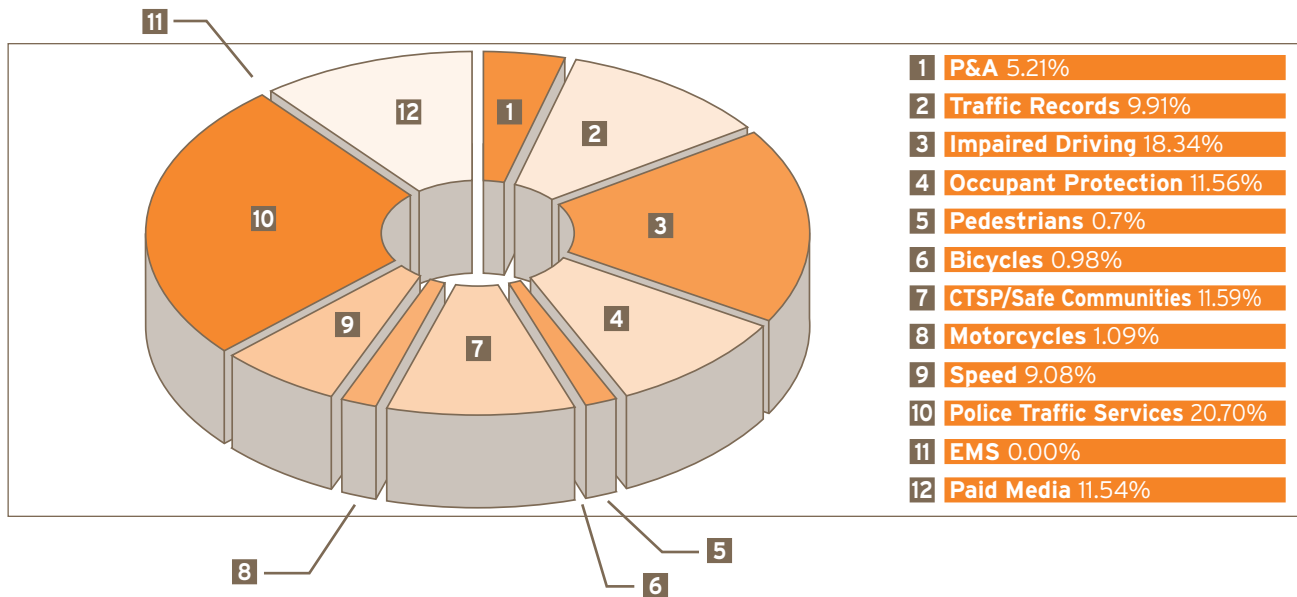
2009 WTSC's Communications Milestones

- Worked with a contractor to conduct a WTSC web site usability study. Based on this study, contractors will continue mentoring key WTSC staff and design a user-friendly and visually pleasing web site.
- Produced educational DVD for Tribal Traffic Safety.
- Produced Motorcycle Roll Call DVD.
- Arranged media buys for one Impaired Driving campaign, two Nighttime Seat Belt campaigns, two School Zone Safety campaigns, and an eight-month buy for X52 (sustained enforcement of Impaired Driving and Speeding).
- Distributed 13 news releases and several corresponding fact sheets. In addition to distributing to media outlets, all WTSC news releases were emailed to Commissioners and stakeholders, and posted on WTSC's Web site along with the accompanying Fact Sheet.
- Developed new TV Speeding campaign called "Signs" that will air during next FFY.
- Expanded Spanish-language creative including TV and radio ads and printed materials.
- Continued subtitling all new educational DVDs in both English and Spanish.
- Expanded our large portfolio of web and broadcast creative for use in current and future campaigns including School Zone Safety, Drive Hammered-Get Nailed, Click It or Ticket, Nighttime Seat Belt Enforcement, and Booster Seats.
- Developed creative for X52 (Speeding and DUI) that will be used in online video game ads during next FFY.



Financial Summary

	402	405	410	408	2010	157	1906	163	406	2011	Total	% of Total
P&A	\$375,634						110,838		0		\$486,472	5.2%
Traffic Records	\$401,405			460,893		0		0	63,789		\$926,087	9.9%
Impaired Driving	\$341,697		1,372,325			0		0	0		\$1,714,022	18.3%
Occupant Protection	\$99,557	377,711				0			0	602,954	\$1,080,222	11.6%
Pedestrians	\$91,248								0		\$91,248	1.0%
Bicycles	\$0										\$0	0.0%
CTSP/ Safe Communities	\$951,907					0		12,000	118,970		\$1,082,877	11.6%
Motorcycles	\$0				102,113						\$102,113	1.1%
Speed	\$497,352								350,965		\$848,317	9.1%
Police Traffic Services	\$638,890					0		0	1,294,842		\$1,933,732	20.7%
EMS	\$0								0		\$0	0.0%
Paid Media	\$127,769	250,000	650,370			0		0	0	50,245	\$1,078,384	11.5%
TOTAL											\$9,343,474	



Looking to the Future

As the traffic safety community in Washington reflects on the accomplishments of the past year, we see more clearly what the state has done well and what we can improve on in the year to come. An important factor in Washington's continuing traffic safety success story is the state's aggressive implementation and refinement of Target Zero, the state's Strategic Highway Safety Plan (SHSP). Washington developed the vision of Target Zero and use of this plan as a "guiding light" for traffic safety planning in 2000, a full seven years ahead of the rest of the country. This has proven to be a pivotal event in transportation and traffic safety planning in Washington.

This radical new approach to comprehensive traffic safety planning built upon Washington's thirty year history of leadership in traffic safety. Given the level of hard work invested in the development, implementation of Target Zero, the resulting positive outcomes clearly define the path forward. By continuing to follow this path, people traveling in Washington will experience fewer traffic related deaths and serious injuries. Therefore, we need to use this experience to achieve our traffic safety goals and objectives in the year to come.

We know our assessment of Washington traffic safety is accurate based on external feedback and research from traffic safety professional around the country at the state and Federal levels. A recent example of this feedback is research conducted by the Transportation Research Board of the National Academies (TRB, December 2009). This research

documents Washington as one of four states who has created a culture of safety resulting in a significant number of lives saved as well as advancements in the field of traffic safety. Contributing factors to this safety culture are the state's use of the "commission" structure and process; traffic safety being a priority for the citizens of Washington as well as public policy setters; and the states aggressive implementation of a data driven, evidence based, integrated systems approach to traffic safety planning - Target Zero.

If Washington is to remain on course to reach zero traffic related deaths and serious injuries by 2030, the state must continue to refine Target Zero and therefore its ability to generate future traffic safety successes. This is being accomplished through a complete update of Target Zero, it's priorities, goals, and strategies. This important task is being completed through the collective work of the largest group of public health, transportation, education, public safety, private industry and non-profit organizations ever assembled in Washington traffic safety history.

This effort is the cornerstone of developing an effective SHSP that truly leads and guides traffic safety planning on a statewide basis. This important work is on-going and is expected to be completed early in 2010 and will then be signed by Governor Christine Gregoire. Washington uses a two year cycle for updating and refining Target Zero, which the states traffic safety partners and stakeholders believes is another significant contributing factor in Target Zero's continuing success.

Looking to the Future

Important elements of Washington's future Target Zero implementation strategy will include enhancing the states network of 24 Traffic Safety Task Forces (TSTF) working in local communities covering over 90 percent of the state's population at the city, county and tribal levels. The TSTF's will focus on managing local implementation of Target Zero in partnership with local law enforcement agencies and a new network of Law Enforcement Liaisons. This expanded local traffic safety network will enhance the ability of local communities to reduce traffic related deaths and serious injuries in their communities.

The state's expanded traffic safety network will also be bolstered in the year to come by several new traffic safety initiatives which include:

- Two Traffic Safety Resource Prosecutors (TSRP) who will work with prosecutors offices to provide training, trial support, and outreach to the judiciary. The TSRP's will also help with issues related to formulating and modifying state statues related to impaired driving, breath testing, and administrative codes.
- The continued implementation of the Washington Impaired Driving Advisory Council through a \$1,000,000 Federal grant to improve the states impaired driving systems;
- Expanded use of DUI Courts in local communities to more actively and aggressively treat and manage chronic DUI offenders; and
- The implementation of a three full-time, high visibility, DUI enforcement teams in Snohomish, King, and Pierce Counties.

These are examples of just four initiatives focused on reducing fatal and serious injury crashes caused by impaired driving in direct support of Target Zero. The cumulative positive outcomes from initiatives like these will enable Washington to reach its annual goals for saving lives and preventing serious injuries resulting from traffic crashes.

Even with the success Washington has experienced in the arena of traffic safety, the state has much work yet to be done. In 2009 Washington saved an additional XX lives when compared to 2007. However, this means XXX lives were lost on Washington's roadways. This fact clearly documents the significant work yet to be accomplished through the aggressive implementation of Target Zero. Given the success Washington has created through Target Zero, we are confident that we can save many more lives in the coming year.



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